



# Driven 2 Win 10,000 Books/10,000 Dreams READ2WIN Campaign Challenge

## Memorandum of Understanding

Dated \_\_\_\_\_



My organization \_\_\_\_\_ pledges to partner with DREAMbuilders Youth Mentoring Network (DREAMbuilders) to promote and support the **Driven 2 Win 10,000 Books/10,000 Dreams READ2WIN Campaign Challenge**, which is a local and national campaign focused on promoting student leadership, reading literacy, and financial literacy for middle and high school students. **This is a 45-to-60-day community fundraising campaign.**

- My organization has selected a \_\_\_\_\_ book campaign level. My price per book will be \$ \_\_\_\_\_ which if I fully meet my campaign goals has a payout of \$ \_\_\_\_\_ with 60% proceeds for general program funding totaling \_\_\_\_\_ and 40% proceeds for my community reinvestment funding totaling \_\_\_\_\_ to fund youth programs, scholarships, and/or paid internships in my city which includes DREAMbuilders' 40% in-kind program match. *(Partners are not responsible for nonperformance.)*

### Partner Responsibilities

1. Recruit middle and high school students to participate in the Driven 2 Win READ2WIN Campaign Challenge
2. Raise local youth program and scholarship funding through Driven 2 Win book sales and book-signing events
3. Send informational packets to potential parents, partners, and sponsors
4. Promote the Driven 2 Win READ2WIN Campaign on email and social media outlets using the promotional videos and communication tools
5. Support the campaign through local media appearances, print, and video testimonials
6. Support community events as an organizer or volunteer for campaign

Organization: \_\_\_\_\_ Partner Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_