

# DRIVEN 2 WIN

10,000 BOOKS/10,000 DREAMS

READ2WIN

CAMPAIGN CHALLENGE



JOIN THE CAMPAIGN CHALLENGE TODAY!!! | [WWW.DREAMBUILDERS4LIFE.ORG](http://WWW.DREAMBUILDERS4LIFE.ORG)

## SCHOOL, COMMUNITY, AND BUSINESS PARTNERS



DREAMbuilders Youth Mentoring Network (DREAMbuilders), a youth leadership and mentoring organization headquartered in San Diego, California, is focused on “**educating, equipping, and empowering**” youth and young adults (ages 13 to 26) and inspiring them to pursue their dreams and accomplish their goals by preparing for **personal, academic, social, career, and entrepreneurial success**. DREAMbuilders is excited to announce its national 10 United States cities educational enrichment initiative called **Driven 2 Win 10,000 BOOKS/10,000 DREAMS READ2WIN Campaign Challenge** for middle and high school students throughout the nation.

This 2020 school year, DREAMbuilders is focused on **three** priorities: 1) **student leadership**, 2) **student reading literacy**, and 3) **financial literacy** for students (ages 13 to 18). DREAMbuilders is especially concerned about reading illiteracy which is a serious academic threat throughout the nation. **In San Diego County, 40% of middle and high school students are reading and comprehending BARELY at a 5th grade reading level. (California Assessments of Student Performance and Progress, SD County, 2016 Results)** This disadvantaged setback is a direct threat to student’s personal and professional growth creating unnecessary and ongoing socioeconomic challenges. However, this is a national threat that needs to be addressed.

## JOIN THE CAMPAIGN. BECOME A PARTNER.

**WE BELIEVE...** *Every youth has a dream and a purpose. Every youth desires to unlock the dreams of their lives and experience personal satisfaction.*

DREAMbuilders is partnering with schools, faith-based and community/business organizations, youth-serving agencies, and sporting youth organizations to recruit middle and high school students to be trained as Driven 2 Win Leader and Literacy Ambassadors encouraging their peers and communities to “**join the campaign**” and work together to focus on these three critical priorities throughout the nation. The **Driven 2 Win 10,000 Book/10,000 Dreams READ2WIN Campaign** is a **45-to-60-day** fundraising campaign increasing significant funding for youth programs, scholarships, and paid internships for your communities through the sale of DREAMbuilders’ Driven 2 Win leadership workbook entitled ‘**Are You Driven 2 Win? A Roadmap for Young People to Succeed in Life.**’ (**Please review the campaign funding levels on the flyer below to determine your partnership opportunity.**)

**WHAT WILL STUDENTS WORK ON?** Driven 2 Win Student Leaders and Literacy Ambassadors will initiate 10-member Driven 2 Win reading clubs and read and complete the Driven 2 Win workbook activities, work on online comprehensive reading literacy and comprehension tutorials, and complete the online, 6-week Driven 2 Win Student Success Roadmap E-course during the campaign. **All student leaders and their teams also will be sponsored in the bimonthly Driven 2 Win Student Success Seminars which are leadership training workshops held online every 1st and 3rd Saturday between 10am PST – 11am PST.**

**YOUR INVOLVEMENT IS CRITICAL.** Specifically, we are looking for schools, faith-based, community/business partners, youth-serving agencies, and youth sporting organizations to “**join the campaign**” and identify 10 students which will

represent their organizations and participate as a student leader or team member.

**NEXT STEPS:** Please share the Driven 2 Win e-book with students, parents, and youth organizational leaders. Schedule a 30-minute zoom partner campaign meeting for your organizational leaders to consider initiating a campaign in your community or city. You can also join our weekly Driven 2 Win READ2WIN partner meetings scheduled on Tuesdays and Thursdays at 12pm PST and 12pm EST. Please email us the best date and time to “join us” and learn how your organization can become a partner and raise significant funding for your organization.

Attached are the campaign documents. Please feel free to call or email me (Ramona Jones) with any questions and also share this information with other community partners and colleagues to join the Driven 2 Win 10,000 Books/ 10,000 Dreams READ2WIN Campaign.

*“Together We Help Young People Drive To Their Highest Destinations”*

*Ramona S. Jones*

(Founder & President)

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Email: [info@dreambuilders4life.com](mailto:info@dreambuilders4life.com)

Website: [www.dreambuilders4life.org](http://www.dreambuilders4life.org)

**“Every YOUTH has a DREAM and PURPOSE.  
Every YOUTH desires to UNLOCK the DREAM of their  
lives and experience PERSONAL SATISFACTION.”**

**LEARN MORE AT:**

[www.dreambuilders4life.org](http://www.dreambuilders4life.org)

Facebook: DREAMbuilders Youth Mentoring Network

IG: @dreambuilders4life

#IAMDRIVEN2WIN

A promotional poster for the "Driven 2 Win" campaign challenge. It features the same car wheel image as the e-book cover. The text reads: "JOIN THE CAMPAIGN CHALLENGE", "Driven 2 Win", "10,000 BOOKS/10,000 DREAMS", "READ2WIN", and "Campaign Challenge". Below this, it says "FUNDRAISE FOR YOUR ORGANIZATION" and "Book Campaign Levels". A table lists the levels and earnings: Earn \$5.00 per book sold (100 Books | 100 Youth | EARNS \$500, 500 Books | 500 Youth | EARNS \$2,500) and Earn \$8.00 per book sold (1,000 Books | 1,000 Youth | EARNS \$8,000, 2,500 Books | 2,500 Youth | EARNS \$20,000, 5,000 Books | 5,000 Youth | EARNS \$40,000, 10,000 Books | 10,000 Youth | EARNS \$80,000). At the bottom, it says "CALL DREAMbuilders: 619-889-6718" and "Join the Campaign on website: www.dreambuilders4life.org".

| Book Campaign Levels                         |
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| <b>Earn \$5.00 per book sold</b>             |
| 100 Books   100 Youth   EARNS \$500          |
| 500 Books   500 Youth   EARNS \$2,500        |
| <b>Earn \$8.00 per book sold</b>             |
| 1,000 Books   1,000 Youth   EARNS \$8,000    |
| 2,500 Books   2,500 Youth   EARNS \$20,000   |
| 5,000 Books   5,000 Youth   EARNS \$40,000   |
| 10,000 Books   10,000 Youth   EARNS \$80,000 |