

donate-a-book: Set up a Campaign Form

Step 1: Getting to know you

Congratulations on your first step towards setting up your very own fund raising campaign on Pratham Book's

donate-a-book. We want to know more about your organization and the work you do.

Answer each question to the best of your knowledge and if you have a query please write to us at

donateabook@prathambooks.org.

Q1.Which category best describes you? *

Pick one category that best describes you and the reason you are raising funds. Please take your time to select this as this impact the next step.

- ☐ I am an Organisation/School raising funds for books for a single library
- ☐ I am an Organisation raising funds for books for multiple centers
- ☐ I am a Reading Champion raising funds for books for storytelling sessions
- ☐ I am an Individual raising funds for books on behalf of a School/NGO/Others

Q2.Tell us a little more about you/your organization

Name of the Organisation/Individual *

Organisation Status*

- ☐ Not-for-profit venture / NGO
- ☐ Private School
- ☐ Budget Private School (fee structure less than Rs.500 per month)
- ☐ Government School
- ☐ Reading Centre / Library
- ☐ Reading Champion / Storyteller / Volunteer

Head Office Address * (In case of an individual, a residence address can be given)

Head Office Phone Number * * (In case of an individual, a personal phone number can be given)

Info Email ID * * (In case of an individual, a personal email id can be given)

Please add the organisation info ID. It should not be individual specific.

Website url

Facebook Page link

Blog link

Please update us on your organisation's certifications: (Not applicable in case of individuals)

Does your organisation have a 80G certification? *

☒ Yes

☐ No

Q3.Stay in touch : Please give details of any one person from your organisation with whom we can stay in touch with:

Contact Person

Name

Position in the organization

Email Id

Phone no

Step 2: Get Started

You are just a few steps away from getting fabulous books to the children you work with!

Q4.What are you raising money for?

What are you raising funds for?

Please select what you wish to raise funds for from these two donation options.

1. If you only need books for your library or reading sessions or an event we recommend you choose just Books.
2. If you wish to build a classroom library or need modular units with books, try our [Library-in-a-classroom](#) unit.

Click on it to see how easy it is to set up a library!

You can also choose a mix of different product offerings in the same funding campaign.

Books / Books as Prize or Give-Aways / For Reading Sessions

Library in a Classroom

Note: Each LIC kit contains 125 books.

Q5. Based on your requirement as mentioned above, your funding goal comes to :

Number of Books x Rs.50/- (average value of a book) = Amount

 x Rs.50/- (average value of a book) =

Note: If the above amount is not what you had planned for the fund raising campaign please change your requirement of books in the previous question.

Q6.Languages & Duration *

You can raise funds for books in upto 3 different languages. Please give a language preference for the books you need for us to serve you better. The languages you can choose from are : English, Hindi, Marathi, Kannada, Telugu and Urdu.

- 1.
- 2.
- 3.

Duration of Campaign: Each campaign on **donate-a-book** is 30 days long. The duration is calculated from the day your campaign goes live

Step 3: Set-up your campaign

This is the final step towards setting up your fund raising campaign. Make sure you are filling in this section well, as this is what your donors will see before they decide to support you. This info will go live on your campaign page.

Q7.Fill in the following details about your campaign.

State

City *

Overall impact numbers *

Number of children that will be impacted by this campaign

Q8.Do you or your organisation do any work for following (check all that apply): *

- ☐ Children in Rural areas
- ☐ Children in low income Urban areas
- ☐ Children living in Tribal areas
- ☐ Children with special needs
- ☐ Children who are differently-abled

Q9.Project Title *

Please enter a title for your campaign here. This is the first thing a donor will see or search while looking for your campaign. Make it unique, and not general. E.g: Priya's Grade-6 Leading Readers (Not more than 10 words)

Q10.Short Description

Brief description of your project for which you are seeking funding.

This is what goes right under your Project Title and gives the Donor the info that will help generate interest in your cause. The shorter, the better. Give a snapshot of what your project is all about and why it is important. E.g : We are a class of 25 bright young minds from an underprivileged community studying in a Govt school in Delhi. We require books for our classroom library. We want to read better and need books which are of our interest and our levels. Help us become readers for life. (Not more than 55 words)

Q11.My Story

Share your story in this column below and tell potential contributors why your campaign is important. Introduce yourself and describe your work. Explain how you plan to utilize the funding and how will it impact the children / community your work with. Be specific and transparent to earn donor's trust.

For your benefit, the 'My Story' column is divided into 3 simple guiding questions to help you present your story better.

Who are you? (not more than 100 words)

What work do you do and how does it impact society ?
Share your work and impact stories here. (not more than 150 words)

How will the funds be utilized?
Answer the need for this funding and the way in which you plan to utilize these funds. (not more than 100 words)

Before you send this form across, do not forget to check all the details you have filled in and do edits if required. Once you have sent across the form, your application will go in the screening process and you will not be able to make any edits.

Also, along with the form, also email us one image/picture/photograph of the work you do in jpeg format in horizontal layout.

Email this form to: donateabook@prathambooks.org