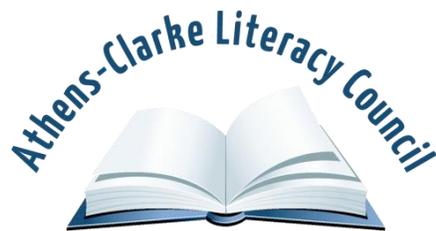
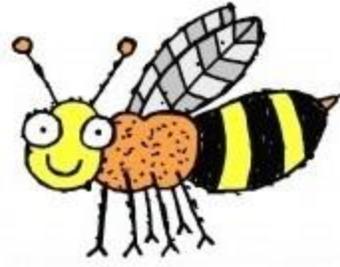


A FUNDRAISER FOR THE ATHENS-CLARKE LITERACY COUNCIL

The Athens-Clarke Literacy Council
TWELFTH ANNUAL
Spirited Spelling Spectacular Team
Handbook



Connecting Adults to Literacy and Learning



Literacy is everybody's business!

Thank you for your interest in participating in this year's Spirited Spelling Spectacular. By entering your team, you join the Athens-Clarke Literacy Council (ACLC) and others working to increase adult literacy in our community.

Additionally, you get to showcase your spelling talent in a fun-filled competition where your support helps to change lives, alleviate poverty, and increase individuals' chances for gainful employment opportunities and successful parenting.

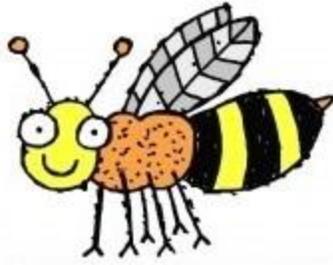
About the Athens-Clarke Literacy Council

The Athens-Clarke Literacy Council promotes and supports adult learning opportunities throughout the community, because literacy is **EVERYBODY'S** business. We serve as the umbrella organization for literacy providers in the community.

The vision of the ACLC is to build a literate community that values lifelong learning. We work to promote community awareness about illiteracy, its causes and related personal and community challenges. We encourage and create strong collaborations with individuals, businesses, and other non-profits to obtain grants and provide services by:

- Assisting students with access to and placement in ABE (Adult Basic Education)/GED and English as a Second Language (ESL) programs;
- Sponsoring tutor training;
- Placing ABE/GED and ESL volunteer tutors in classrooms;
- Providing scholarships for 80% of the cost of taking each section of the GED (currently \$160.00) and
- Providing a post-secondary scholarship, as available, annually to a GED recipient.





About the 2017 Spirited Spelling Spectacular Event

The Spirited Spelling Spectacular is a family-friendly, one-day event, taking place on Sunday, August 27, 2017 from 3:00 PM to 6:00 PM in Athens at the Holiday Inn's Georgian Room. Three-person teams sponsored by local businesses, civic and faith-based organizations, neighborhoods, clubs, and groups of friends compete for prizes and the title of Athens' Best Spellers. Each team is expected to raise a minimum of \$400.00 in donations (in addition to the \$100.00 registration fee) to participate in the competition. The top four fundraising teams are eligible for a mulligan, which gives them the opportunity to remain in the competition after missing one spelling word. The team members raising the largest amount of money in donations are also awarded prizes.

In addition to the spelling bee, the Spirited Spelling Spectacular features a silent auction comprised of fabulous must-have items, delicious food, and a cash bar with a uniquely themed signature cocktail. All proceeds from this event support the ACLC and its efforts to increase literacy in the county.

Registration Fee

Team registration is currently underway. Team registration forms are available from the Athens-Clarke Literacy Council (ACLC) website (www.athensliteracy.org/bee) or an ACLC Board member. Each three-person team completes a registration form and submits it with a \$100.00 registration fee. The registration deadline is July 21, 2017. The registration fee is non-refundable after July 1, 2017. Registration forms should be mailed to: ACLC, P.O. Box 561, Athens, GA, 30603.

Once the registration form and fee are received by the ACLC, your team will be listed on the Spirited Spelling Spectacular webpage and will be ready to receive online donations. Team registration is limited to no more than 20 teams.

Team-Sponsored Donation Competition and Donation Submission Procedures

Your team can do even more for adult literacy in Athens-Clarke County by raising additional funds from donations! We ask each team to raise a minimum of \$400.00 in



team sponsorship. Your family, friends, neighbors, and co-workers can sponsor your team's effort by making a monetary contribution. Contributions supporting your team can be made by cash, check or the ACLC website at www.athensliteracy.org/bee via PayPal. Please track all cash and check donations on the Team Donation List (see Appendix). Checks should be sent to: ACLC, P.O. Box 561, Athens, GA, 30603. All cash should be submitted in-person to Carol Rayburn Cofer, ACLC Treasurer.

She can be reached at 706-254-2555 or by email at info@athensliteracy.org.

The ACLC website will display the names of all registered teams and their fundraising efforts. Amounts contributed will be updated regularly.

Remember, each member of the team that raises the most money will receive a terrific prize package
AND;

The top four highest earning teams will be awarded a mulligan, providing your team with a chance to remain in the bee after misspelling a word!

Thank you for your interest in participating in this year's Spirited Spelling Spectacular. By entering your team, you join the Athens-Clarke Literacy Council (ACLC) and others working to increase adult literacy in our community. Your support helps to change lives, alleviate poverty, increases chances for gainful employment opportunities and successful parenting.

Preparing for the Spelling Bee

Once a team is registered, the ACLC will send team members a study guide to assist in preparing for the Spelling Bee.

Logo Usage

Use of the Athens-Clarke Literacy Council and the Bee logos on fundraising materials such as t-shirts, banners, brochures, etc. is restricted. Permission to use either or both logos must be obtained by submitting a completed "Logo Use Permission Request" form found at the end of this booklet to ACLC, Attention: ACLC, P.O. Box 561, Athens, GA 30603 or via email to info@athensliteracy.org.

Asking for Money

Not everyone is accustomed to asking people for money, but you cannot raise money unless you ask. So just ask - the worst someone can say is no. Use the information included in this handbook and the Adult Literacy Fact Sheet to provide potential donors with information about the ACLC, adult literacy, and why you are supporting this cause. Remember, you are not asking for yourself. Encourage people to give and be appreciative of any amount you receive.

Team Solicitation of In-Kind or Event Sponsorship from Local Businesses

Many local businesses and civic organizations participate in sponsorship of the Spirited Spelling Spectacular. Please



contact the ACLC (706-254-2555 or by email at info@athensliteracy.org), five days in advance of seeking sponsorship or in-kind support from any local businesses or organizations for team fund-raising purposes. This will allow us to prevent duplication of efforts, including multiple solicitations of support from the same potential sponsor. Here are two examples of sponsorship or in-kind support: (1) A local restaurant has a percentage night for sponsorship as a fund-raiser for your team; or (2) A local business donates a prize for your fund-raising event.

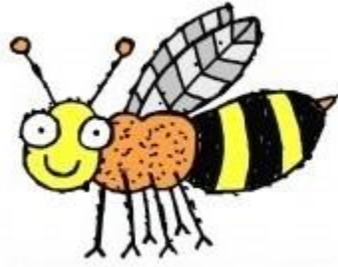
Team Donation List

Please list all donations of cash or in-kind on the Team Donation List. Be sure to add the value of any in-kind items. The Team Donation List(s) will be collected by the ACLC to confirm and update your team's fund-raising efforts. This will allow us to provide the donor with a record of their contribution.

Don't forget to send thank-you notes to your donors! The ACLC will acknowledge all team donations above \$10 as long as contact information is provided.

The Spirited Spectacular Spelling Bee at The Georgian Room, Holiday Inn, August 2014





Fundraising Tips and Ideas

- Start early!
- Include social media: Consider using Facebook, Twitter, or other social media to contact potential donors and publicize your fundraising efforts. ACLC will have a Facebook event set up for the Spelling Bee. Please share it with your contacts. Teams can set up their own Facebook event with a link to their donation page on the ACLC website.
- Make a list of potential donors and ask one person each day for a contribution.
 - Do you know any musicians? Have a benefit concert.
 - Be a guest bartender—it could be you, or a local celebrity, tips go to your team.
 - Do you know a restaurant owner or manager? Hold a percentage night.
 - Ask a business owner if you can hold a car wash at their business.
 - Ask your boss:
 - Perhaps the company can make a matching donation.
 - Ask for permission to have a “Dress-Down Day” for a \$5 donation.
 - Office potluck or bake-off, pay \$5 to participate.
- Have a raffle.
 - Organize a 50/50 raffle where half the ticket cash will go to support your team and half to the raffle winner.
 - Auction your skills:
 - Be a designated driver for a night for your friends,
 - Review someone’s resume,
 - Organize a friend’s closet, or
 - Cook dinner for a friend.



- Hold an event, everyone who comes makes a donation, such as:
 - Wine and cheese tasting,
 - Movie night,
 - Dinner,
 - Game night, or an
 - Ice cream social.
- Hold a sale:
 - A garage sale;
 - A bake sale; or
 - Sell flowers (for example, sell individual roses or carnations for Valentine’s Day).

Two Examples of Fundraising

The Mini-Spelling Bee

The Hot Spells, three-time winners of the Spirited Spelling Spectacular, hosted a very successful fundraiser in their neighborhood. They held a mini-spelling bee and served light refreshments. Guests paid \$5 to suggest a word for teams to spell: they wrote the words on cards and put them into a basket. Impromptu teams were formed and competed for the title of Neighborhood Spelling Champs.

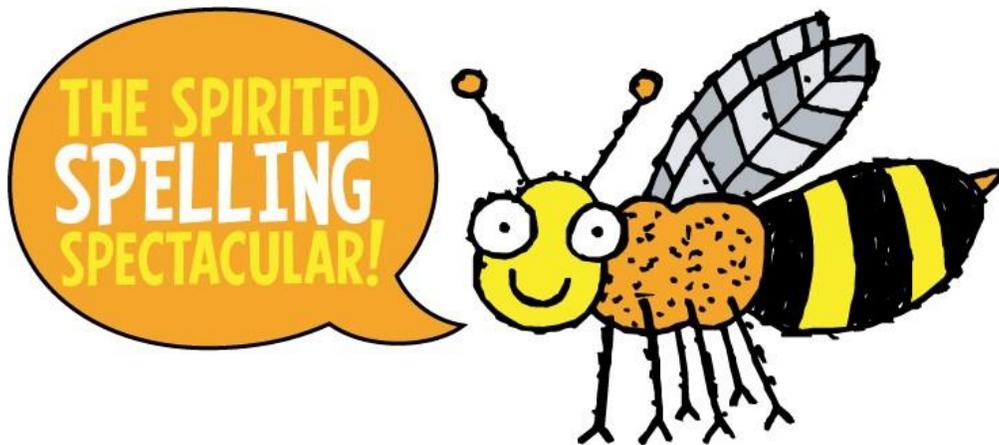
The Kentucky Derby Fundraiser

(Adapted from the ProLiteracy website: www.proliteracy.org)

On the day of the Kentucky Derby, invite friends to gather to watch the race on a big-screen TV. Refreshments can be as elaborate as you choose, and don’t forget the mint juleps! Some ways to raise funds at the event:

- In exchange for a donation, guests draw the name of a horse in the race. The holder of the ticket with the winning horse’s name gets a door prize. This does not have to be expensive: a plate of cookies, a bottle of wine, or a candle.
- Since elaborate hats are a Derby tradition, perhaps include a hat contest with a prize going to the fan favorite hat.
- Use your imagination and have fun!





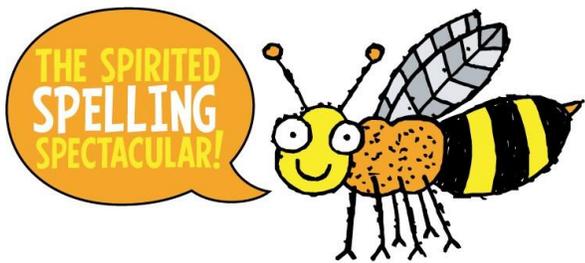
A FUNDRAISER FOR THE ATHENS-CLARKE LITERACY COUNCIL

Spirited Spelling Spectacular Important Dates to Remember

- | | |
|--|---|
| January 2017 | -Team Registration Opens |
| July 1, 2017, 5:00 PM | -Last Day to Request Team Registration Refund |
| July 21, 2017 | -Deadline for Team Registration |
| August 27, 2017, 12:00 PM | -Deadline for Submitting On-lines Donations to Count
towards a Mulligan |
| August 27, 2017, 2:00 PM | -Team Members Sign-In at the Spelling Bee Ticket Desk,
-Deadline for Any Hand Delivered Team Donations |
| August 27, 2017 2:15 PM | -Team Orientation |
| August 27, 2017, 3:00 – 6:00 PM | -2017 Spirited Spelling Spectacular |

Print this page to display as a reminder of the important dates and deadlines.





A FUNDRAISER FOR THE ATHENS-CLARKE LITERACY COUNCIL



2017 Team Registration Form

WHAT: Team up for literacy!! The annual Athens-Clarke County Spirited Spelling Spectacular is back for its **ELEVENTH** year! The Spirited Spelling Spectacular is a grown-up spelling bee, where teams of local individuals compete for the title of winning team. Teams of **THREE ADULTS** will proudly represent Athens by spelling away their competition for prizes and ultimate bragging rights! This fundraising event benefits the Athens-Clarke Literacy Council.

WHEN: Sunday, August 27, 2017, from 3:00 until 6:00 PM

WHERE: Holiday Inn's Georgian Room, 197 East Broad Street, Athens, GA

WHY: This event will help the ACLC raise much needed funds to support local adult literacy efforts, GED scholarships, and raise awareness about adult literacy issues in the Athens area.

REGISTRATION FEE: \$100 per team. Deadline to register is **JULY 21, 2017!** Team registration is limited to no more than 20 teams.

TEAM-SPONSORED DONATION COMPETITION: Your team can do more for adult literacy in Athens by raising additional funds!! In addition to the \$100 registration fee, we ask each team to raise at least \$400 for their team. Your family, friends, neighbors, and co-workers can sponsor you team's effort by making a monetary contribution!! Contributions supporting your team can be made at the ACLC website, www.athensliteracy.org/bee. The site will display the names of all registered teams and their fundraising efforts. The team that raises the most money will receive a terrific prize package. The top four highest earning teams will be given a "mulligan", which provides your team a second chance to remain in the bee after misspelling a word. **START COLLECTING NOW!!** All donations should be submitted via website or ACLC office.

TEAM NAME: _____

TEAM MEMBERS:

Name: _____ Email: _____ Phone: _____

Mailing Address: _____ T-shirt size: _____

Name: _____ Email: _____ Phone: _____

Mailing Address: _____ T-shirt size: _____

Name: _____ Email: _____ Phone: _____

Mailing Address: _____ T-shirt size: _____

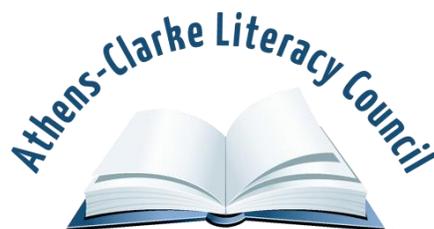
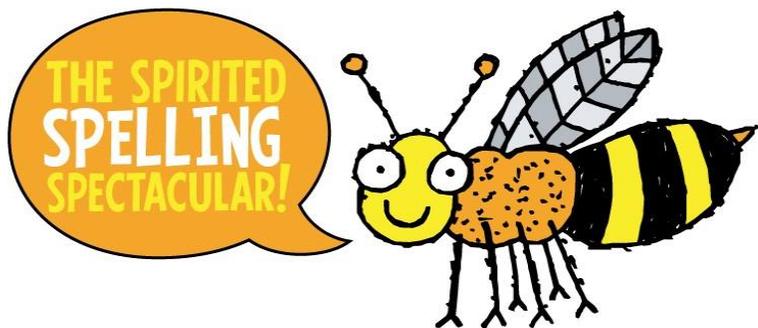
Please return completed registration form **NO LATER THAN JULY 21, 2017** to:

Mail: Athens-Clarke Literacy Council
PO Box 561
Athens, GA 30603

Email: info@athensliteracy.org

The Athens-Clarke Literacy Council is a 501(c)3 nonprofit organization. ALL donations are tax deductible.





Connecting Adults to Literacy and Learning

A FUNDRAISER FOR THE ATHENS-CLARKE LITERACY COUNCIL

Logo Use Permission Request

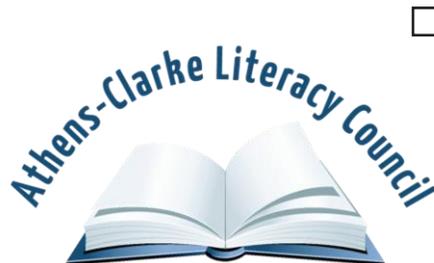
Name of person submitting form: _____

Team Name (if applicable): _____

Contact phone number (s): _____

Date submitting request: _____

Which logo(s) would you like to use? Check the desired logo(s).



Connecting Adults to Literacy and Learning

A FUNDRAISER FOR THE ATHENS-CLARKE LITERACY COUNCIL

How will logo be used? _____

COMPLETE & SUBMIT FORM TO:

ACLC

P.O. Box 561

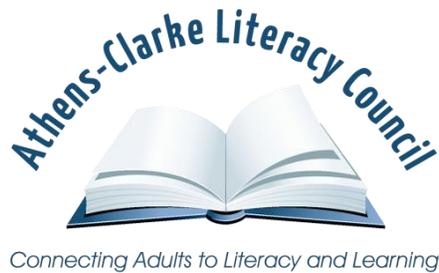
Athens, GA 30603 or to info@athensliteracy.org.

For ACLC committee use only:

Date request received: _____ Approved/Not Approved by: _____

Reason Approval/Not approved: _____





Why Adult Literacy?

Adult Literacy Facts for Athens

Did you know...

- About 1 in 6 adults over 25 in Athens-Clarke County do not have a high school diploma or equivalent?¹
- In the USA, a person with a high school diploma or equivalent earns at least \$10,000 more per year than one who does not obtain a diploma?²
- Approximately 11.8% of the Athens-Clarke population speaks a language other than English at home?³
- The GED Exam costs \$160 now and is completely computerized?⁴
- The approximate 10 adult literacy providers in Athens only reached about 900 adult learners in 2012-13?⁵
- The current graduation rate for Clarke County School District is 80.3%?⁶
- Due to over \$250,000 in state budget cuts, the Athens Technical College Adult Education program is lacking 12 instructors?⁷

¹Source: US Census Bureau, 2012, 1 year estimate, American Community Survey, Clarke County data

²Source: US Census Bureau, 2012, 1 year estimate, American Community Survey, USA data

³Source: US Census Bureau, 2012, 1 year estimate, American Community Survey, Clarke County data

⁴Source: Technical College System of Georgia, GED office

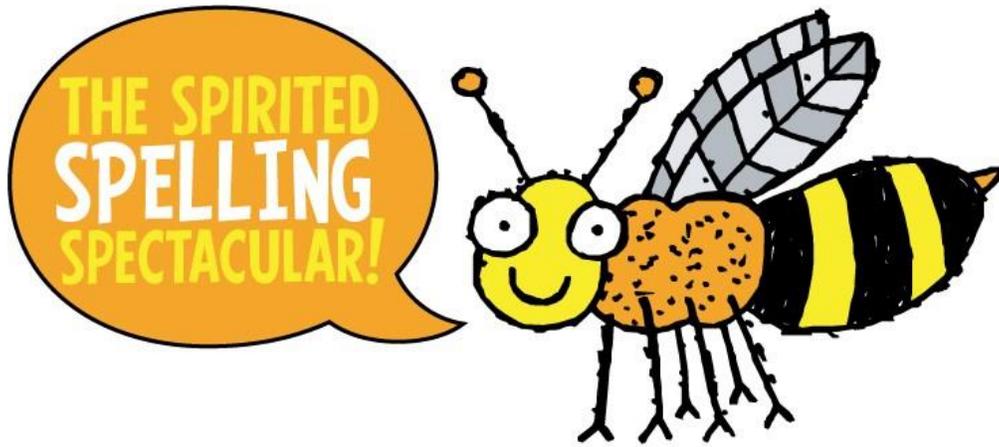
⁵Source: ACLC Annual Report to Technical College System of Georgia, Fiscal Year 2012

⁶Source: Clarke County School District, Facts and Figures, November 2015

⁷Source: Athens Technical College, Adult Education Advisory Committee, 2013

Revised December 2015





A FUNDRAISER FOR THE ATHENS-CLARKE LITERACY COUNCIL

Sunday, August 27, 2017

3 – 6 PM

Georgian Room
Holiday Inn
197 E. Broad Street
Athens GA

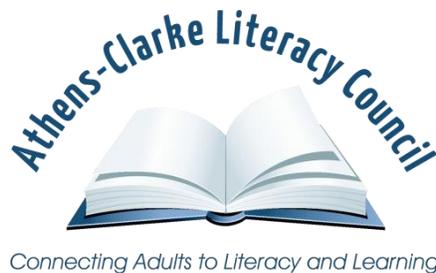
Tickets

\$10 advance / \$15 at door the day of the event

Includes admission to all Spelling Bee Events, including
Spirited Spelling Spectacular, silent auction,
hors d'oeuvres reception and cash bar.

Tickets available by calling 706-254-2555 or via website at www.athensliteracy.org/bee.

For updates, please visit www.athensliteracy.org/bee.



To register teams or sponsor information, contact info@athensliteracy.org.

The Athens-Clarke Literacy Council is a 501(c)3 non-profit organization, so donations are tax deductible.

THANKS FOR YOUR SUPPORT!!