

## *United Through Reading's 40 Million Stories Campaign*

Deployments and separation continue to be a reality for military families. Each year, more than 100,000 military parents are deployed leaving nearly 250,000 children at home. With a conservative 6-month separation, these children have 180 nights without their parent at home for bedtime stories.

**That's 40 million stories missed each year by military children.**

With United Through Reading's mission to connect military families through the read-aloud experience, we can deliver many of these stories each year. But there are still millions of stories left to send home, and we believe every military child deserves a bedtime story.

**Our goal is to bridge the gap, starting with delivering 10 million stories in 2017.**



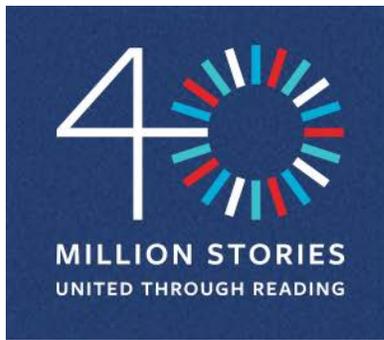
## *Campaign Launch:*

**Soft launch:** May 24, at the Tribute to Military Families at the Mellon Auditorium in Washington, D.C., where initial investors will be recognized in the program and from the podium.

**Hard launch:** June 6, when United Through Reading will issue a press release, send direct mail and an e-newsletter announcement, and launch social media around the campaign.

## *Key Messages*

- With UTR stories can be saved — recorded by the deployed parent, sent home, read, and cherished by military children.
- With UTR stories, military children experience less stress and anxiety commonly associated with deployment.
- With UTR stories, military families are strengthened due to positive parenting activities — such a shared book reading and bedtime routines.
- Reading aloud with UTR nurtures reading, language, and literacy skills in military children.
- The read aloud experience provided by UTR promotes wellness and positive psychological health for the service member and the military child.
- A \$50 donation supports one military family with a UTR video, and bedtime stories, through a deployment or separation.



## *How you can help!*

Join us and talk about the campaign on June 6 on social media with the hashtag **#40MillionStories**.

Please be sure to tag United Through Reading:

**Facebook:** [www.facebook.com/unitedthroughreading](http://www.facebook.com/unitedthroughreading)

**Twitter:** [www.twitter.com/utr4military](http://www.twitter.com/utr4military)

**Instagram:** [www.instagram.com/utr4military](http://www.instagram.com/utr4military)

For your convenience, there are a few sample social media posts below:

- *Twitter: Military fams miss 40 million stories yearly. @UTR4Military is working to give them back with #40MillionStories. [40millionstories.org](http://40millionstories.org)*
- *Facebook: "When you read as a family, it's so much more than words on a page – it's about creating connections that last a lifetime. Each year, military families miss out on the ability to read together due to deployment. In fact, approximately 40 million bedtime stories are missed each year. @United Through Reading is working to give back 10 million of those stories in 2017 through the 40 Million Stories campaign. Don't take reading for granted. Grab a book, your children, and read together! Learn more about the 40 Million Stories campaign by visiting [40millionstories.org](http://40millionstories.org) #UnitedThroughReading #40MillionStories*
- *Please also share our 40 Million Stories PSA on YouTube here: <http://bit.ly/2qW2DJa>*



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Tax ID 33-0373000 [40millionstories.org](http://40millionstories.org)  [unitedthroughreading](http://unitedthroughreading)  [utr4military](http://utr4military) **#40MillionStories**