

EMAIL COPY

Here's some helpful language about Joke-Ha-Thon that you can customize and share with Teachers, Administrators, and even the PTA, to encourage them to start a fundraiser.

DEAR TEACHER/ADMINISTRATOR/PTA,

Hasbro's signature philanthropic initiative, BE FEARLESS BE KIND, aims to inspire children to stand up for those who need help and make a difference wherever they can.

That's why this year, we are partnering with Red Nose Day to offer kids the opportunity to use the power of their own voices to help children living in poverty in the U.S. and around the world.

Red Nose Day is inviting students to make their laughs matter by joining the Joke-Ha-Thon! Between April 1 and May 21 (Red Nose Day), students across the country will be telling and selling their best jokes to spread much-needed joy and raise life-changing cash for children in need.

And the best news -- Hasbro is matching all dollars raised by schools up to \$50,000!

Planning a Joke-Ha-Thon fundraiser is a great way for students to practice goal-setting, build organizational skills and have a lot of fun together - all while building empathy for others.

The Red Nose Day team has provided everything you'll need to create a memorable and meaningful experience for your students including:

- A lesson plan on humor and joke-writing, developed by Scholastic
- Start-to-finish resources to help your students prepare, including a list of jokes, decorations, a classroom fundraising tracker, and more
- Celebrity "Joke-of-the-Day" videos to keep your kids motivated along the way

You can find all these resources at RedNoseDayinSchool.org/JokeHaThon.

[OPTIONAL LANGUAGE: I've attached the Joke-Ha-Thon How-To guide for your reference, and you can find everything else at RedNoseDayinSchool.org/JokeHaThon.]

Help us reach the \$50,000 match by joining the Joke-Ha-Thon! Even a small amount of change can make a world of difference for a child in need.

Sincerely,

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