Organization
Team Read

Project Title
Strategizing for Team Read’s Sustainable Growth through Improved Outreach and Communications

Organizational Background
Team Read is a nonprofit that recruits, trains and hires a diverse corps of teen coaches to tutor elementary school students who are behind grade-level proficiency in reading. Our work is grounded in the belief that every kid deserves to be a great reader and every teen deserves a meaningful, paid first job. Our “near peer” model helps close opportunity gaps by both improving reading proficiency of the young students and providing teens a professional opportunity to develop leadership skills and sense of purpose, while cultivating good work habits. We consider ourselves an “equity growing” organization given our dual impact on both teens and younger students and our focus on supporting students and teens from high-poverty Title 1 schools and communities around them. Team Read has deployed its research-inspired, data-driven model for more than 20 years in Seattle public schools and extended more recently into Highline and select community settings. We partner deeply with districts, schools and libraries – and welcome other partnerships - to accomplish our work collaboratively. Our funding is a braided model of district and philanthropic resources. See more information about our model, our impact and our history here: www.teamread.org

Project Description

Travel Required?

Deliverables
Current state analysis: Provide Team Read leadership and board an assessment of our current fundraising and communication strategies to elaborate strengths and opportunities for growth.

Stakeholder analyses: The team will review our data, interview current partners and potential partners to provide insights on what might be the opportunities, requirements and barriers to building Team Read’s support base.
Communications recommendations: What are the opportunities the team sees that would help us meet our objectives? How will we know we’re succeeding? What kinds of course correction might we anticipate in advance? What additional resources might we need and where should we find them?

Key Tasks for Consultants

- Survey design
- In-person and/or phone interviews
- Brand analysis
- Sponsorship research
- Data visualization
- Presentation to key stakeholders