The #PAGES4PROGRESS Toolkit

Time is running out for us to reach the UN’s Millennium Development Goal #2 of Universal Primary Education by 2015!

Join World Education to raise awareness about the importance of literacy and access to basic education while we still have time to make a difference. We’re starting off with a social campaign that relies on dedicated readers like you!

World Education’s #Pages4Progress campaign is asking readers around the world to help us read 20,015 pages by September 8th, 2014 – International Literacy Day! The first 20,015 pages read were matched by $1 from a generous donor to support World Education’s literacy and education work; we are recruiting additional donors to match future pages read.

FREQUENTLY ASKED QUESTIONS:

Why should I join #Pages4Progress?
Did you know? 775 million adults worldwide cannot read this sentence – and two-thirds are women. Literacy is the foundation for all learning, yet many people will never have the opportunity to learn to read or write. That’s where you come in! By joining the #Pages4Progress campaign, you’re letting the world know that literacy and basic education are a huge priority. The more people we can rally around this movement, the closer we’ll get to making universal primary education a reality.

Learn more about the issues behind #Pages4Progress at worlded.org/pages4progress.

What counts as a page?
Books, newspapers, magazines, Kindles, online articles – they all count! Reading to your kids at bedtime? That counts, too – even if it’s their favorite story over and over again. We consider any full page read – whether you’re turning a paper page or clicking “next” – as one page toward our goal of 2,000,015 pages.

If you listen to an audio book, look up the number of pages in the Mass Market Paperback version - these are often more pages! If you can’t find the paperback version, use the version you think is closest to your own to log pages.

How do I log pages?
Visit the Track Your Pages section on the World Education website and enter the number of pages you’ve read into our online form. We’ll send you periodic updates with your page total milestones and our progress toward 20,015 pages.

How can I share my progress?
Once you’ve logged your pages on the Track Your Pages site, you can automatically send out updates to your networks using our social media buttons below the form. We’d love to know what you’re reading! Take a photo and share it on Twitter, Instagram, or Facebook using #Pages4Progress.

“TODAY A READER, TOMORROW A LEADER.”
- Margaret Fuller

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Why is World Education asking me to count my pages?
Thanks to help of our readers and a generous donor we have raised $20,015 -- a dollar for every page of the initial 20,015 pages read -- to support universal education. As we increase our reading goal, we also hope we can inspire other donors to step up and help us get closer to our new, ambitious goal of 2,000,015 pages by September 8.

We have created a new fund and are looking for a pool of additional donors to ensure World Education reaches more people and helps the world get closer to achieving MDG #2.

How can I contribute to the match fund for pages?
Our initial donor has contributed $20,015 pages to match the first 20,015 pages reach. We have created a new fund and are looking for a pool of additional donors to ensure World Education reaches more people and helps the world get closer to achieving MDG #2.

Can you, your company or family contribute to the match fund for this new goal? Even if you cannot, please keep reading and encouraging your friends and family to do the same. Every page read helps attracts new donors for education and shows our countries’ leaders that we believe education should be a priority!

How can I encourage others to read?
Sharing your progress on social media using #Pages4Progress is a great start! We’ve also designed some eye-catching custom graphics with photos and facts that you can post on social media to share with friends. Do you know some serious bookworms? Tell them about #Pages4Progress and get them logging their pages toward 2,000,015!

I don’t have any good books in mind – where can I start?
Visit World Education’s discussion forum Pages4Progress Summer Reading Challenge on GoodReads for some of our favorite books. You can also see what other people participating in the campaign are reading, or post a favorite read of your own!

If you buy your books, considering buying through Amazon Smile to donate 0.5% of your purchase to World Education.

Literacy is really important to me – how else can I help the campaign?
Thank you for your interest and support! You can visit the World Education website to learn more about our work improving literacy and basic education around the world.

Recruit your library and your friends to #Pages4Progress! Find the #Pages4Progress flier online to post on a community board in your town, or share what you’re reading on social media with the tag #Pages4Progress.

We are able to continue this work due in part to generous people like you – please consider making a donation to World Education.