



Book Drive 101: A How-To Guide to Organize a Book Drive

Congratulations, and Thank YOU!

Thank you for agreeing to organize a Book Drive to benefit *R.E.A.C.H. a Child*. Your efforts will go a long way in supporting our mission “*to put a smile on the face of a child in the time of need.*” The books and dollars raised through your Book Drive will help place 10 – 12 children’s books in every police car and first responder vehicle throughout Wisconsin and Illinois. These books are used to calm children at the scene of an accident, fire, domestic disturbance, or other stressful situation.

This guide is designed to help you to meet and exceed your goal, and provides simple ideas and helpful hints so that you can launch a Book Drive successfully.

If you have any questions or would like suggestions, please visit our website at www.reachachild.org or by calling (866) 992-6324 or send an email to Jennifer.Lake@reachachild.org

Top Three Reasons to Organize a Book Drive

1. Studies suggest that between 3.3 - 10 million children witness some form of domestic violence annually.
2. More than half of female victims of intimate violence live in households with children under age 12.
3. Children who witness family violence are affected in ways similar to children who are physically abused and are often unable to establish nurturing bonds with either parent.

It's as easy as 1, 2, 3...



Step 1: Set Your Goal

Decide how many books and/or dollars you would like to collect in your Book Drive, and then begin to spread the word. Most Book Drive organizers set a goal to collect 500 books during a 2-week collection period.

Step 2: Make a List

Who do you know? Make a list of everyone, including your friends, family members, co-workers, neighbors and local businesses that you frequent. Do you know people who have been affected by fire, crime, or domestic violence? Ask them to make a difference. Don't forget members of any hobby clubs or professional organizations you belong to as well!

Step 3: Make it Happen!

- Send an e-mail announcing the Book Drive asking everyone you know to join your efforts. It may be convenient for others if you put a collection box outside your door.
- Contact the local newspaper and ask them to write a story about your efforts.
- Approach a local library, school, church or store and ask that they serve as a collection spot.
- Write an article in the employee newsletter.
- Announce the Book Drive at a staff meeting.
- Hang posters in the office lunch or break room.
- Recruit 10 friends to collect 50 books each at their places of employment.

Creative Ideas to Collect Dollars:

There are plenty of unique and creative ideas to help raise dollars that can then be used to purchase books at a discounted \$1 per book cost, including:

- Auction off items unique to your office or home. For example, auction off the best parking spot in the parking lot, lawn mowing services, or snow removal.
- Offer 'dress down days' in your office for \$5 per day of participation.
- Hold a BBQ, luau or pasta lunch or dinner and charge an admission fee.
- Organize a bake sale, wine tasting, rummage sale, comedy night or car wash.
- Ask 20 people for \$25 each = that's \$500, or 500 books!
- Turn presents into profit by wrapping books at the local bookstore for tips.



Sample E-Mail/Letter:

Dear friends and colleagues,

I am truly grateful for the many wonderful opportunities that I have had this year. To show my gratitude, I'm going to do something very special for *REACH a Child*, an organization with an incredible goal of placing 10 – 12 children's books in every single police car and first responder vehicle in Wisconsin and Illinois. These books are used to calm children at the scene of an accident, fire, domestic disturbance, or other stressful situation.

I will be collecting books over the next 2 weeks, and I invite you to donate new or gently used books suitable for any child ages 2 to 16. Simply drop your books off at *<insert collection location>*, or call me at *<insert telephone number here>* and I will be happy to pick up your donation.

You can also contribute money - every dollar donated will be used to purchase a brand new book provided to *With Wings and a Halo* at a discounted rate of only \$1 each!

Thank you in advance for putting a smile on the face of a child in a time of need.

Sincerely,

<insert your name here>

PS. My goal is to collect *<insert goal here>* books by *<insert collection deadline here>*. Please help me reach that goal!

The ABCs of Who Could Donate a Book:

- A Accountant, Attorney, Airlines
- B Bakery, Bank, Bar, Bands, Barber, Boutiques
- C College Friends, Co-Workers/Colleagues, Caterers, Country Club, Coaches
- D Dry Cleaners, Doctors, Dentists, Department Stores
- E Eye Care Professional, Electrician
- F Fraternities, Family Members, Florist, Friends
- G Grocery, Gas Station, Golf Course
- H Health Club, Hair Dresser, Hotel
- I Interior Designer, Insurance Agent, Ice Cream Store
- J Jewelers
- K K-Marts and other Discount Stores, Kiwanis, Key Club
- L Limousine Service, Lions Club
- M Manicurist, Masseuse, Mailman, Movie Theatres
- N Nutritionist
- O Orthodontist
- P Professors, Printing Companies, Parents' Friends/Work Contacts
- Q Quickie Marts
- R Restaurants you frequent, Religious Organizations, Rotary Clubs
- S Sporting Goods Store, Spouse's Friends/Work Contacts, Sororities, Ski Resorts
- T Theatres, Teachers, Therapists, Ticket Sales Office (concerts, sports, etc.)
- U Unions, Universities
- V Video Stores, Veterinarian, Volunteer Groups
- W Work Contacts, Winery
- X Xeroxing Services, X-Ray/Radiology Facility
- Y Youth Groups
- Z Zoologists!