

United Way of the
Columbia-Willamette



BOOK DRIVE TOOLKIT





WELCOME

Children's academic successes at ages nine and ten can be attributed to the amount of talk they hear from birth through age three. This is one of the many reasons it is so important for children to have books in their home and people to read to them. If you want to make a positive impact in your community, we invite you to host a book drive, with our help! This toolkit gives you everything you need to host a successful book drive in your community.

Everyone who organizes and contributes to book drives helps us reach more children with the gift of books and the promise of literacy. We greatly appreciate all your efforts and we have done our best to make this process as streamlined as possible. United Way is well connected to the community and operates in Clark, Clackamas, Multnomah, and Washington counties. With your partnership, we will ensure that your books will be delivered and distributed to those who need them most. We also work to connect families with essential services such as parental education, free preschool and rental assistance.

With this tool kit you will be ready to make positive impacts in your community!

In partnership,
Kelly O'Lague, MSW

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LET'S GET ORGANIZED!



1. Set up a committee of volunteers.
2. Determine where and when to hold the book drive.
3. Determine the time span of the book drive.
4. Promote the book drive.
5. Set up the book drive collection site.
6. Run the book drive.
7. Reach out to set up a time to deliver books.

STEP 1: SET UP A COMMITTEE

The best way to form your committee is to start talking to classmates, co-workers, friends, family and neighbors to generate interest. Contact your school principal, school and community librarians, scout troop leaders, or religious leaders to ask for support and participation. Remember, there is strength in numbers!

ANYONE AT ANY AGE CAN HOLD A BOOK DRIVE! MANY STUDENTS NEED TO DO COMMUNITY SERVICE HOURS TO GRADUATE, FOR SCHOLARSHIPS OR JUST TO GIVE BACK. PASS THIS PACKET ALONG TO A STUDENT, SCOUT, OR YOUNG ADULT LOOKING TO GIVE BACK!

STEP 2: DETERMINE WHERE AND WHEN TO HOLD A BOOK DRIVE



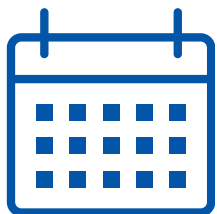
Schools: Schools – especially elementary schools – are among the most important organizing hubs for book drives. Principals, teachers and media specialists usually support these events and will often organize book drives in their schools.



Businesses: Running a book drive can be a significant way for a business to give back to the community in which it is located.



Religious Organizations/Places of Worship - Religious school classes or individual students may want to run a book drive for a confirmation, community service or mitzvah project. Ask religious leaders to assist in promoting your book drive to their members. We just ask that you only collect secular books.



Book drives can be held any time. Consider holding a book drive in conjunction with other reading or literacy events at your school or library, many of which participate in the following annual events:

- Banned Books Week (September)
- Teen Read Week (October)
- National Family Literacy Month (November)
- Read Across America Day (March)
- D.E.A.R. – Drop Everything and Read (April)
- National Library Week (April)
- Week of the Young Child (April)
- Children’s Book Week (May)
- Get Caught Reading Week (May)
- National Readathon Day (May)
- Reading is Fun Week (May)
- Screen Free Week (May)

STEP 3: DETERMINE THE TIMESPAN OF YOUR DRIVE

Most book drives run from two weeks to a month. Donors need time to receive the information, go through their personal libraries and bring the books to collection sites. However, there is no set length of time for a book drive. Work with your committee if you have one and the venue you have chosen to determine what is best. You can also host an online book drive by setting up a wishlist and directing people to shop through your links. You can set the shipping address to have the books delivered directly to the United Way office.

STEP 4: PROMOTE THE BOOK DRIVE

- Publicize! Put an announcement on your group's social media sites, newsletter or calendar. Customize social media graphics and posters with Canva.
- Send your book drive details to United Way, and we will share them through our social media channels and website.
- Take photos. A good photo can be used to publicize an upcoming event or to recognize a successfully completed one.

A REMINDER WHEN PROMOTING A BOOK DRIVE: WE WANT TO GIVE CHILDREN THE BEST QUALITY OF GENTLY USED BOOKS AS POSSIBLE. BOOKS SHOULD BE ODOR- AND MOLD-FREE AND INTACT, WITH NO TORN OR MISSING PAGES OR COVERS. BOARD BOOKS, INDESTRUCTIBLE BOOKS, BOOKS FEATURING DIVERSE CHARACTERS AND BOOKS IN LANGUAGES OTHER THAN ENGLISH ARE ALWAYS IN HIGH DEMAND. WE COLLECT BOOKS THAT ARE APPROPRIATE FOR NEWBORN TO HIGH SCHOOL.

STEP 5: SET UP THE COLLECTION SITE(S)

Boxes or bins for book collection should be placed where they will be most visible, such as in entryways and lobbies or in offices and classrooms. Boxes or bins should be strong enough to hold large numbers of books. Plastic storage bins (18-gallon) work well. You can also set up an online wishlist or a fundraising page to collect monetary donations to support our work. Contact us to create a unique fundraising page for your group!

STEP 6: RUN THE BOOK DRIVE

Keep track of how full the boxes and bins are at the collection site(s). If they are full, move the books into other boxes or swap the full boxes for empty ones. Consider counting the books as they are packed into the boxes that will eventually go to United Way.

Books can be transferred into smaller boxes (such as banker or copy paper boxes) once the drive is complete. Posters advertising the book drive should be placed by the book collection bin(s) and in prominent areas around the venue. Posters can be requested from United Way or designed by volunteers. Remember to include:

- Start and end dates of the book drive
- Location(s) of the collection site(s)
- Your contact information for your book drive
- United Way logo, website address (unitedway-PDX.org) and email (books@unitedway-pdx.org)



STEP 7: DELIVER THE BOOKS

If you can count the books in each box, please mark the outside clearly with the number inside. Once the collection is over, please remember to remove posters and other promotions. Books should be packed in manageable boxes (such as banker or copy paper boxes) and can be delivered to the United Way of the Columbia-Willamette office. Please contact Kate Greenstreet at books@unitedway-pdx.org ahead of time to schedule a drop-off day and time.



THANK YOU!



@UnitedWayPDX