



St. Charles City-County
LIBRARY FOUNDATION

BOOK DRIVE TOOL KIT



**READY
TO READ**

Your guide to organizing your own book drive for the St. Charles City-County Library Foundation's Ready to Read program.

Dear Book Drive Host,

Welcome to the team! We're so grateful for your decision to host a book drive that provides books to the children of St. Charles County. At the library, we firmly believe that our children are assets, and we know that through reading, they can and will excel as lifelong learners. Your commitment to the library is also a commitment to our community, and we thank you for your dedication and support.

Individuals, like you, have been instrumental in our ability to raise awareness of the importance of literacy. Through local support from dozens of community groups and individuals, we have been able to give over 10,000 books over the last three years to several partners. As you begin to plan your book drive in the coming weeks and months, we stand by ready to support your efforts.

Whether you already know what type of book drive you're interested in or are still trying to figure out the best way to get involved that is okay. The Foundation has put together a toolkit full of checklists, templates, and materials to help you out. Within this toolkit, you'll find a step by step guide to provide the framework to get you started.

Do you have a question? Do you want to talk through some ideas? Feel free to give us a call! Our team is here to help and we look forward to have the opportunity of working with you. Best of luck— we'll be in touch soon!

Ready to Read,

Karen Englert
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How to get started with your own book drive

Each time someone plans and hosts a book drive in a school, business, community, or church, they help us reach more children in St. Charles County with the gift of books and the promise of literacy. Without our book drive volunteers we would not be able to provide literacy materials in our mini-libraries. Many of the books we will share with children will come to us from book drives. Now that you know the why, let's get started!

Step 1: Getting Organized

1. Set up a committee of volunteers to assist in the book drive.
2. Determine when and where to hold the book drive.
3. Determine the type of books that will be collected. Remember, Ready to Read is focused on early literacy and pre-k readers.
4. Determine the length of the book drive.
5. Promote the book drive.
6. Clean up after the book drive.
7. Deliver the books to the Library Foundation.

Step 2: Setting Up a Committee of Volunteers

The best way to form your committee is to start talking to school mates, co-workers, friends, family and neighbors to generate interest. Contact your school principal, school and community librarians, scout leaders or religious leaders to ask for their support and participation. You can always do it alone, but everything is better when you can share the experience with others.

Step 3: Where and When to Hold Your Book Drive

After you have formed your committee of volunteers, you are ready to start planning where and when to get started. Below are a few tips:

Where to Hold Your Book Drive -

- Schools - Schools are among the most important organizing hubs for book drives and other literacy promotion events. Principals, teachers and media specialists usually support these kinds of events and will often organize a book drive in their classroom or institution. Be sure to obtain permission within the school, through the principal or director, before you proceed with the

book drive. Organizing a book drive in an elementary school is a good way to reach the community because young students will often involve their parents and siblings. * Consider providing an incentive for the class that collects the most books, or keeping a graph in the school lobby of how many books are collected by each class and the school as a whole. Remember it's a group effort.

- **Businesses and Service Organizations** - Many companies and service groups such as scouts, civic clubs and men's and women's clubs choose to collect books for the Library Foundation. Running a book drive can be a great way for a corporations or businesses to fulfill a mission to give back to the community in which they are located. To publicize, publish an announcement in your group's newsletter or calendar; send an email blast.
- **Faith-Based Organizations** - Places of Worship, churches and temples are great places to hold book drives. Religious school classes or individual students may want to consider running a book drive for a confirmation, community service or mitzvah project. Ask religious leaders to assist in promoting your book drive and the importance of literacy to their members. An easy way to promote the event is to publish an announcement in the organization's newsletter or calendar.

When to Run Your Book Drive

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

- Banned Books Week (September) - www.ala.org
- Teen Read Week (October) - www.ala.org
- National Family Literacy Day (November) - www.famlit.org
- Read Across America Day (March) - www.nea.org/readacross/index.html.
- National Library Week (April) - www.ala.org/ala/pio/campaign/nlw/NLW.htm.
- TV Turn-Off Week (April) - www.tvturnoff.org.
- Week of the Young Child (April), www.naeyc.org
- Children's Book Week (May), www.cbcbooks.org
- Reading is Fun Week (May), www.rif.org
- Get Caught Reading Week (May), www.getcaughtreading.org

Step 4: Determine How Long to Run the Book Drive

Most book drives run from two weeks to a month. Donors need time to receive the information, go through their personal libraries and get the books to the collection site. However, there is no set length of time a book drive must run. Work with your committee if you have one, and with the location you have chosen, to determine what's best for your book drive.

Step 5: Setting Up Your Collection Site

Boxes or bins for book collection should be placed where they will be most visible, such as in an entryway or lobby, or in offices or individual classrooms. Boxes should be strong enough to hold a large number of books; a plastic storage bin (18 gallon) works quite well. Books can be transferred into smaller boxes (such as banker or computer paper boxes) once the bin is full. Boxes with cut-out handles work best. It is a good idea to have one person be responsible for checking the collection bin periodically during the book drive.

Posters advertising the book drive should be placed by the book collection bin, and in prominent areas around the venue. Posters can be requested from the Library Foundation or designed by students. Remember to include the start and end dates of the collection, the site(s) of the collection, the name of a contact person at the venue and the library phone number and website for anyone wanting more information. Work with your committee to determine the best way to distribute flyers, hang posters, and advertise in your organization's newsletter and/or local newspapers.

Step 6: Promoting Your Book Drive

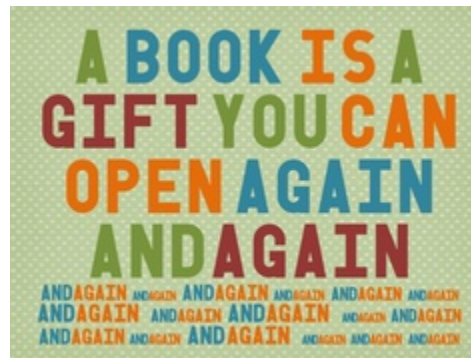
Here are some helpful hints regarding publicity:

1. Write a press release: Include who, what, when, where, how and why. This should not exceed 400 words and should be sent out in plain text via email. Some papers prefer the information to be in the body of an email; others want attachments.
2. Make follow-up phone calls: Follow up with a phone call once you have emailed your press release or newsletter piece to ensure it has been received. Call no later than a week in advance of the book drive. Lastly, make sure you have given your name and phone number in case of any additional questions.
3. Take photos: Newspapers love photos, especially shots of children. A good photo can be used to publicize an upcoming event, or to recognize a successfully completed one, and can often help get your information printed. We suggest that you stage your shots, make sure they're good quality (300 dpi is best), and email them in a jpeg format. We encourage you to send photos to the Library Foundation as well. We use them in our printed materials (newsletters, annual reports, brochures), on our Facebook page if given permission, and press releases to raise awareness, generate interest and thank groups for organizing book drives and other benefits that support our programs.

Step 7: Once the Book Drive is Over

Though it is not necessary, counting the books is extremely helpful to us. If your book drive involves students, they are usually excited to discover how many books they have collected. Books should be packed in manageable boxes or sturdy bags as noted above and delivered to the General Administration office during office hours, Monday through Friday, 9:00 am – 4:30 pm. Please contact the office ahead to schedule a time and day that is convenient.

Our office is located at 77 Boone Hills Drive, St. Peters, MO 63376 and is very close to the Spencer Road Library Branch. Remember to remove posters, etc. from walls once the book drive is finished. Thank you for your support. Please look over the included templates to use as flyers for your book drive and feel free to call or email with any questions! – Karen



Attention Book Lovers: We need your help!

We are hosting a book drive to benefit the St. Charles City-County Library Foundation's Ready to Read program.



Date: _____

Drop off location: _____

All new or gently used children's picture books will benefit young readers in our community. Thank you for your support!

Please contact _____ for more information.

www.stchlibraryfoundation.org/

Children's Picture Books Needed!



READY
TO READ

Please support the work of the St. Charles City-County Library Foundation's Ready to Read program.

Book Drive Dates: _____

Location: _____

Sponsored by: _____

Your donation supports early literacy programming in St. Charles County. To learn more, please visit:

www.stchlibraryfoundation.org/



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Top 10 Book Drive Ideas

- Ask students to dress up as their favorite character and have contests for the most creative or craziest costume.
- Bring Ready to Read Early Literacy Kits to your next meeting or event to help explain the program. Visuals always help!
- Feature an article about early literacy and the Ready to Read program in your bulletin, newsletter, or email blast. More information can be found at: <http://stchlibraryfoundation.org/>
- Feature Ready to Read on changing message signs inside and outside the building.
- Include donation information on the organization's website and link to our Take 20 website for online donations: www.take20andread.org
- Partner up with the school's PTO and hold your book drive during the book fair.
- Raffle off prizes or privileges to raise Ready to Read donations.
- Invite speakers (Early Childhood Teachers or Children's Librarians) to give guest lectures on the importance of early literacy.
- Ask a restaurant near you to host a Ready to Read fundraiser by donating a portion of the day's profits to Ready to Read or the Library Foundation.
- Use social media to raise funds and awareness for Ready to Read. If you're active on Facebook, make sure you're a fan of the St. Charles City-County Library Foundation.

www.facebook.com/SCCCLibraryFoundation