



VIRTUAL BOOK DRIVE TOOLKIT



Hosting a Virtual Book Drive

Book drives are a great way for community organizations, businesses, youth groups and families to support MRP programs. Your group can select a goal, a timeframe, and start collecting high quality books. Hosting a Virtual Book Drive helps us fill our shelves with books that we know kids and educators love. We will create a specific list of books we currently need and you can share that list with your community. Read through all of the information in this Toolkit to make sure hosting a book drive is a good fit for you or your group.

Getting Started

- We use Amazon Charity List to host our Virtual Book Drives. This allows us to curate the books we need and make the purchasing and shipping easy for donors. Here's a [sample list](#).
- Confirm the details of your Virtual Book Drive
 - What are your goals? (Number of books, number of participants, types of books?)
 - When will your book drive be held? We recommend a 2-3 week time-frame.
 - Who will participate in the drive?
 - Would you like to include a financial contribution option to your book drive?
- Let us know about your book drive by completing our [Virtual Book Drive Notification form](#)

Promote Your Virtual Book Drive

- Upon receipt of your Virtual Book Drive Notification form, you will receive a confirmation email with a variety of promotional flyers, MRP logos and approved photos you may use to advertise your book drive. A MRP team member will help create your Amazon Charity list and provide you with the link.
- Use the email template on page 3 to share the information with friends, family or co-workers. Let people know how to participate and what your goal is. Follow up with potential donors before the end of your drive to remind people that the deadline is approaching and to let people know how close you are to your goal.
- Utilize social media! Use the social media templates on page 3 to spread the word. Tell your friends and followers about your book drive. Take and post photos of the books as you're collecting them, donors dropping off books or the MRP logo. Tag us in your social media posts and we will promote it as well.
 - Facebook: @MadisonReadingProject
 - Instagram: @MadisonReadingProject
 - LinkedIn: @madison-reading-project
 - Twitter: @MSNReadingProj

Wrapping Up Your Virtual Book Drive

- Email us (programming@madisonreadingproject.com) to let us know you've completed your book drive.
- Celebrate your work with a social media post or in a follow-up email to thank participants and let them know you reached your goal.

Information about Madison Reading Project

Sometimes people have questions about why you're collecting books or what MRP does. Feel free to use the following information when talking to people about our work.

- What we do
 - Annually we give over 40,000 free books to kids.
 - We connect our community with free books and literacy enrichment programs that ignite a love of reading.
 - We partner with over 100 local organizations and schools.
- The need
 - Approximately 1.5 million people in Wisconsin qualify for literacy services because they are at the two lowest levels of literacy skills,
 - Studies show that being read to as a child and having books in the home are the two most important indicators of future academic success.
 - 2/3 of children from low income households do not have any books at home.



Frequently Asked Questions

- Do I need to keep track of how many books we collect?

No. However, if you share your book donation goal, keeping track and sharing how many books you've collected can encourage others to donate to help you meet your goal. Your Amazon Charity List will show the number of books purchased through your drive.

- What if someone wants to donate money?

You are more than welcome to encourage participants to make financial contributions in addition to collecting books. We can provide you with a donation link and can also accept cash and checks.

- What if someone wants to donate books?

You can decide whether or not to include the collection of physical books with your virtual book drive. If you would like to do this in addition to using Amazon Charity List, we ask that you read through our general book drive toolkit to ensure that the books you are collecting meet our donation guidelines.

Email Template

Dear [insert name],

From [start date] to [end date] [group's name] will be hosting a virtual book drive on behalf of the Madison Reading Project (MRP). The Madison Reading Project provides free books and literacy enrichment programs to kids in the greater Dane County area.

Use this link [include your Amazon Charity link here] to purchase books that will be delivered to Madison Reading Project. All of the books donated during this drive will be used to help build diverse home and classroom libraries.

With your help we hope to reach our goal of [group's goal]!

Social Media Templates

Facebook and LinkedIn - You can use photos, and provide more details about your drive as well as link the MRP donation guidelines so people know what to donate.

[Your group's name] will be hosting a virtual book drive to support Madison Reading Project from [start date] to [end date]. Help us reach our goal of [your goal] by purchasing titles from our wish list [Link Amazon Charity List here].

#MadisonReadingProject #BookDrive #ChildrensBooks

Instagram - Use photos of your books, donors, or the MRP logo to promote your drive

Help us reach our goal of [group's goal] to support @madisonreadingproject and help ignite a love for reading! Help us reach our goal by purchasing titles from our wish list. Click the link in my/our bio to get started [add charity list to bio]

#MadisonReadingProject #BookDrive #ChildrensBooks

Twitter - Create a short concise phrase which clearly states your objective.

Join our virtual book drive to support the @MSNReadingProj and help ignite a love for reading.! Purchase books here [insert link here].#MadisonReadingProject #BookDrive #ChildrensBooks