

STOCK SHELF

A book drive is a simple and effective way to serve your local community while raising the profile of your chapter on campus. By helping to lead and by participating in this book drive with your chapter, you can help encourage a love of learning and enable access to opportunities that can last a lifetime! As in all projects, success depends on some careful planning from the start.

DON'T FORGET! Fill in and return the Phi Kappa Phi “Book Drive Completion Form” and any photographs of the books, donation tables and/or delivery of the books or presentation of funds to the beneficiary organization the national office.

Here are some helpful steps to completing your book drive:

1 - Decide the desired outcomes of your project

Is your primary goal to be philanthropic and to promote literacy? Or is your primary goal to contribute to a targeted community need such as building the critical foundation of literacy in pre-K children or adult literacy?

2 - Decide what kind of beneficiary groups you would like to support

Check out the organizations already doing good work in your community. Many groups have already targeted needs within your community and have the infrastructure in place to easily disseminate any materials gathered by your drive. Some groups may include: preschool programs for low-income children, after-school programs for low-income children, adult literacy programs, a shelter, a jail, the local library, or peers who cannot afford college textbooks. It is important to consider in this decision what kind of donation these organizations would like to receive, books or funds.

3 - Decide what length of time you would like to have the book drive/donation drive open to donations

Allow your intended community of donors sufficient time to see your promotional materials and to be able to collect books or decide how much money they would like to donate. Try to limit your drive to the period of time your donation site(s) will allow you to use the site and to the amount of time your volunteers can give for periodically picking up donated books (to maintain room for MORE donations at the donation sites).

Some things to consider:

- Book drives typically last 2-4 weeks
- Consider holding your book drive in conjunction with another annual national literacy event, such as the following:

Read Across America – March 2

National Library Week – April 10-16

*(Your Phi Kappa Phi book drive project could launch or conclude in conjunction with one of these events.)

4 - For a donation site, you should also consider your location site

- Is it highly visible? Could your location attract attention for your project?
- Does it have adequate space to hold the book collection receptacle?
- Does your chapter have a secure site for books to be held in between collections or before donation?

Location is key! Consider sites both on campus and off campus, depending on your capacity and project goals, such as the library, student union or an administration building. Donation sites could also be off campus, such as at participating

local businesses, local schools, community centers, or religious centers.

In addition, check on whether your local library or nearby new and used bookstores have any books they would like to donate for a good cause.

5 - Collection receptacles could be boxes, bins, barrels, or large baskets for the collection of books at your donation sites

Remember, whatever you use should be large and strong enough to hold a large number of books so you don't have to empty it out too frequently. Books can be transferred into smaller boxes once a donation site book receptacle is full.

Find a secure location (with adequate space) to store books as you collect them during the project period. To help publicize your drive and collection receptacles, take advantage of the signage templates provided by the national office. To download templates visit www.phikappaphi.org/bookdrive.

If your chapter is collecting funds in lieu of books, consider the best way to do so that will benefit your donee organization and accommodate your campus community. Using either an online site like PayPal or Venmo may work or putting out physical containers for a coin drive/collecting monetary donations. Consider meeting with your beneficiary to find out the best way for them to receive donations.

6 - Consider what media you might use to spread the word about the book drive

Fliers and posters, email blasts, social media, press releases, and campus newspaper/newsletters are ways to reach potential donors. Make sure to include all relevant information in your promotional materials. Some important things to include:

- Dates of the drive
- Locations for book donation
- What books to bring and in what condition (It can be useful to remind donors that their books should be gently used, without torn pages and writing in the text)
- Logo for the beneficiary organization(s), IF they are willing to let you use it
- Mention of your Phi Kappa Phi chapter and/or the Phi Kappa Phi logo

Also, have this information located near the book collection receptacles as the receptacles will also help you attract attention for the project!

7 – Wrap up your bookdrive!

Sort through the donated books to ensure that they meet the guidelines (age range, condition, content) of the beneficiary organization(s).

- If you are giving books to multiple beneficiary organizations, sort which books are going to which group
- Count the books as you go
- Pack books in sturdy, manageable containers

*Put a sign or notice at collection site(s) noting the project's success and thanking participants for their part in that success!

*If you have a record of the names, groups, and/or organizations that participated, you may want to thank them specifically as a way to recognize their contribution.

*Once all of your hard work is done, coordinate with your beneficiary organization to arrange a time to deliver your books or monetary donations to them.

*Consider submitting a press release to campus and local community media, as well as using the same media you used to promote the drive, to report on your chapter's book drive success and to thank further all of those who participated.

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