

Book Drive for Brighter Futures

SERVICE TOOLKIT



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64% of women, worldwide, still lack basic reading and writing skills. In the U.S., studies show that children who are behind in reading in the 4th grade are four times less likely to graduate high school with their peers.

One in five Australian children in their first year at school do not have the basic literacy skills — Australia's average reading score for year 4 students is significantly lower than the average score for 21 other countries, including Canada and the United States.

Rodan + Fields® and the Prescription for Change® Foundation believe that one of the most effective ways to break the cycle of illiteracy and low expectations is through early childhood education. When children have access to books and are read to regularly, they develop larger vocabularies, become more proficient readers, and are more likely to succeed in school. But children who grow up in economically disadvantaged communities, particularly those living in poverty, have significantly less access to books than children from higher income households. Putting a variety of books in the hands of young children is a vital first step towards lifelong literacy and academic success.



Host a Book Drive for Kids in Need

Help children in need by collecting used or new children's books. Consider hosting a storytime event at a daycare, school, or shelter as a fun way to donate the books you collected. This toolkit contains tips and instructions for a successful book drive. You can also download the resources listed throughout made possible by our U.S. partner buildOn.org at www.buildon.org/RFServes-BookDrive.

STEP 1: FIND A PARTNER ORGANIZATION

Identify a school, daycare, or family shelter in your area. In the U.S., schools that need the most support are categorized as Title I. Often you can find this information on your school district's website or by calling. You could also do a web search for a shelter or day care.

Call the organization and tell them about your project. Ask them for the students' ages or grade-level, and number of the children in their care. Arrange a time and date to drop off books or potentially read to the children.

Provided Resources: Talking points for phone call to potential partner organizations.

STEP 2: HOLD YOUR BOOK DRIVE

Begin collecting books at least 2–4 weeks before your drop-off date or storytime event to ensure you have collected enough books for the partner organization. Remember to consider the audience when collecting the books. Research shows that less than 5% of the human characters in children's books are non-white. If the children at your partner organization are non-white, collect stories to which they can relate. Consider collecting books in the following places:

R+F Event

At your next Consultant-led event ask each attendee to bring an item or make a donation to PFC. Consider posting your event on Eventbrite and track attendees so R+F can recognize your team's event and efforts.

Local Community Event

Is your community holding a special event (holiday party, city council meeting)? Set up a table or booth to get the word out and collect book donations. Make sure you reach out to your team and the larger community ahead of time so they come prepared with their donations. Offer an alternative time and place where they can drop off items as well. Consider making treats to hand out as a thank you to those who participated.

Community Organization, Corporation or Local Merchant

Do you know a local business or community center with a lot of foot traffic? Place a clearly labeled book collection box in a busy area (such as an entryway, front desk or lunch room) where people can leave their donations. If you decide to do a drive for more than two days, make sure you stop by midway through to pick up items so the box doesn't start to overflow.

From your Own Home

Consider using your home as a drop-off location. Get the word out to your network by texting, emailing and posting on social media. It's helpful to set up a specific drop-off time (e.g. Saturday from 10 a.m.- 4 p.m.) or you can offer to pick up donations from homes or offices. The easier you can make it on them, the more likely they'll be to help, so try to be as flexible as possible. Consider handing out treats as a thank you when they drop off their donation.

Provided Resources: Examples of books with diverse storylines.

STEP 3: PREPARE BOOKS FOR DONATION

After your drive is over, solicit help from friends or other R+F teammates to sort the books by reading level. Take out any items that aren't in good shape or are missing pages. Use cardboard boxes or bags to store the sorted items and clearly label what is in each.

STEP 4: BONUS OPTION - FINALIZE DETAILS FOR THE STORYTIME EVENT

If the recipient organization is willing to allow you to host a storytime event, schedule a meeting or phone call with your partnering organization to lay out the plan and discuss the best way to distribute the books. Consider whether each child will receive a book to keep or if the partnering organization will keep the books in a small library. Invite the friends, family, and R+F teammates who donated books to the storytime event!

Make the Storytime event extra special with these suggestions:

Food

Serve kid-friendly snacks like popcorn balls and provide drinks like juice (check for allergies during your meeting with the partnering organization).

Decorations

Does your Storytime have a theme? Decorate according to the theme and make the space look festive and inviting.

Activities

Have kid-friendly crafts and activities relating to the theme or books.

STEP 5: SHARE YOUR SUCCESS

Be sure to take photos and share your success on social media! And, of course, don't forget to tag and thank those who helped make your event a success. When sharing on social media, make sure you use **#RFServes** in your posts so we can all celebrate together. You can also raise awareness of the issues using the shareable statistics and quotes provided.

Thank you in advance for your hard work and dedication to this important cause. Together, we can make a significant impact and help create a brighter future for children and families in need.

Provided Resources: Sharable graphics.



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