



VIRTUAL BOOK DRIVE TOOLKIT

Thank you for organizing a Virtual Book Drive for Reach Out and Read!

In this kit, you will find the tools to:

- **Create a customized employee engagement opportunity,**
- **Build your team by rallying around a shared goal,**
- **Educate employees on the importance of reading aloud for children and families.**

Due to the current pandemic restrictions, we cannot offer traditional book drives, but, with your help, we can still provide children and families with the books they need to read aloud together.

Questions?

Contact us at development@reachoutandread.org



**LEARN MORE ABOUT
REACH OUT AND READ**



**PERSONALIZE & LAUNCH
YOUR CAMPAIGN**



SPREAD THE WORD

THANKYOU

SAY THANK YOU



LEARN MORE ABOUT REACH OUT AND READ

- Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.
- Reach Out and Read promotes positive parent-child interactions through sharing books during the span of rapid brain growth and development that occurs between birth and age five.
- Over 90% of children in the United States under age six visit a trusted medical provider at least once a year, meaning Reach Out and Read is uniquely poised to reach more children than other organizations.
- Our impact includes:
 - Over 33,000 providers at 6,100 sites.
 - 4.5 million children and families in all 50 states.
 - 7.0 million brand-new, age- and language-appropriate books shared with children each year
- \$100 provides 1 child with the full five years of Reach Out and Read.



PERSONALIZE & LAUNCH YOUR CAMPAIGN

- Reach out to us at development@reachoutandread.org. We can provide:
 - A handout and link to videos for you to share with employees.
 - For some companies, we may be able to provide a virtual introduction to Reach Out and Read for employees.
 - For some companies, we can set up teams for your Virtual Book Drive.
- Go to: give.classy.org/virtualbookdrive
- Click *Become A Fundraiser, As an Individual, Create an Account*
- Set a Goal, Headline, Short URL and Picture
- Click *Manage* and *Add Your Personal Story*
 - Employees will engage because you have shared how important Reach Out and Read is to your company. Use this space to convey why engaging in this opportunity is so important!
- **Consider if your company will match employees' donations--this can be a big incentive for employees!**



SPREAD THE WORD

- **Set a Deadline:** We recommend you set a deadline of one or two weeks for your Virtual Book Drive. This builds urgency and excitement, and ensures employees don't forget to donate!
- **How to Ask:** You can share the news about the Virtual Book Drive on calls, by e-mail and in company newsletters! When you kick-off the Virtual Book Drive, be sure to share why this is important to your company and why you are championing Reach Out and Read.
 - In addition, be sure to reach out to us at development@reachoutandread.org. We can provide:
 - A handout and link to videos for you to share with employees.
 - For some companies, we may be able to provide a virtual introduction to Reach Out and Read for employees.
- **Share Updates:** Those who have already donated will appreciate knowing their gift made a difference and those who haven't will be encouraged to join in. We suggest updates such as:
 - *"There are only 3 days left in our campaign for Reach Out and Read and we are 80% to our goal of raising \$10,000--please help us get books to children and families by donating a book today!"*
 - *"Your donation of only \$100 provides one child with a full five years of Reach Out and Read--ten brand new books and literacy advice from a trusted medical provider!"*

SAY THANK YOU

THANKYOU

- **Send an Extra Thank You:** Anyone who donates a book to the Virtual Book Drive will receive an immediate thank you e-mail from Reach Out and Read, but a one-on-one thank you from the company will mean even more!
- **Comment on Each Donation:** On the bottom of your page, you can immediately comment on each donation. The participant will get an e-mail notifying them that you commented.
- **Send a Final Thank You & Wrap-Up:** Be sure to send participants a final thank you with the results of the Virtual Book Drive and the impact that your company has made!