

Steps to an Effective Book Drive



Step 1: Pick a time frame.

- Book drives work best when you focus your efforts into a short period of time. Depending on the nature of your book drive, you might tell supporters they have a week to bring you books or just one day if it will be tied to an existing event.

Step 2: Explore your networks.

- Think about which network(s) in your life you will draw on to make your book drive a success. You could focus on your neighborhood, your friends, your co-workers, your gym, your church, your kids' groups, etc. Start small and focus on one of those groups to tailor your book drive efforts so things don't become overwhelming.

Step 3: Sign up on the First Pages website.

- Let us know about your book drive by signing up on our website at www.first-pages.org/contribute-books-supplies/.

Step 4: Know the needs.

- Make sure to read through our wish list/donation guidelines (<https://first-pages.org/wp-content/uploads/2015/05/FP-WishList.pdf>). We are looking for board books and story/picture books appropriate for children under age 5 (sorry – no chapter books!). We seek books that are new or gently used with no major cover or page damage.

Step 4: Advertise your book drive in advance & through all channels

- Folks need time to look through their bookshelves (or attic!) for used books to donate. Make sure to start advertising your book drive a week in advance to give people plenty of time to find books and make a plan to get them to you.
- Think about sending emails, writing letters/notes, posting on social media, hanging flyers, posting in your neighborhood forums, and more. It takes a combination of all these channels to make your book drive a success.

Step 6: Celebrate your success, and call us for pick up!

- Every single book you receive is going to help a child better prepare for literacy in school. So whether your book drive collected 10 books or 100 – THANK YOU! Be sure to email us at kelly@first-pages.org to find a mutual date/time to either deliver your books or for one of our volunteers to pick them up from you.

***Thank you for supporting the literacy of children ages 0-5
in Durham, NC with your book drive!***