



Gently-Used Book Drive TOOLKIT

Thank you for your interest in hosting a book drive for Reach Out and Read Colorado!

ABOUT REACH OUT AND READ COLORADO

Reach Out and Read Colorado is a nonprofit organization that works to give young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

How do we do this?

Reach Out and Read Colorado empowers health care providers to talk with parents of young children about the importance of reading aloud at health check-ups with a special focus on children growing up in poverty. By building on the unique relationship between parents and health care providers, Reach Out and Read Colorado helps families and communities encourage early literacy skills so children enter school prepared for success.

Reach Out and Read Colorado's model is made up of three components:

- 1) a brand new, developmentally- and language-appropriate book,
- 2) anticipatory guidance discussed by a health care provider and
- 3) a literacy-rich clinic environment. This third component begins in the waiting room, where we encourage all clinics to have a supply of gently used books available for children to take home.

Component number 3 is where you come in!

Gently used books will be placed in the clinic waiting room and/or exam rooms. Children and their families can read books while waiting for a visit and should be encouraged to take a book home with them. Books are available for *all* children, including siblings.

HOSTING A SUCCESSFUL BOOK DRIVE

This toolkit will help your corporation set up a successful book drive with the following resources:

- Reach Out and Read Colorado Book Drive FAQ
- Book Drive Checklist
- Book Drive Sample Promotional Content
- Book Drive Box sign
- Book Drive Flyer
- RORCO + Your Company Book Drive Sign
(Microsoft word template: <http://bit.ly/book-drive-sign-template>)

Thank you for helping us collect books and change outcomes for Colorado families.

Last year Reach Out and Read Colorado prescribed reading to more than 125,000 children. Currently there are gently used book libraries in waiting rooms at more than 330 clinics, with more than 2,300 medical providers trained to deliver this proven program. Your book drive will directly benefit children in your community!

Gently Used Book Drive: Frequently Asked Questions

WHAT IS REACH OUT AND READ COLORADO'S GENTLY USED BOOKS PROGRAM?

Reach Out and Read Colorado's model is made up of three components: 1) a brand new, developmentally- and language-appropriate book, 2) anticipatory guidance discussed by a health care provider and 3) a literacy-rich clinic environment. This third component begins in the waiting room, where we encourage all clinics to have a supply of gently used books available for children to take home.

HOW DO OUR CLINICS USE GENTLY USED BOOKS?

Gently used books will be placed in the clinic waiting room and/or exam rooms. Children and their families can read books while waiting for a visit and should be encouraged to take a book home with them. Books are available for all children, including siblings.

WHAT WILL I NEED TO SET UP A GENTLY USED BOOK DRIVE?

- Bins or boxes to collect books
You can order boxes that are great for book drives here: www.keeptidy.com
- Signage for the book drive with the Reach Out and Read Colorado logo
- A way to tell people about your book drive!
A high-trafficked, visible location, social media platforms, emails and posters are all great ways to do this, and Reach Out and Read Colorado would love to share on social media as well.

WHAT ARE THE REQUIREMENTS FOR GENTLY USED BOOKS?

Gently used books should meet the following criteria:

- New or gently used (covers and pages intact, clean and unmarked pages)
- Age range includes infants through young adults
(board books, picture books, early chapter books, young adult novels)
- No textbooks, and no used coloring or activity books
- No books with sensitive themes such as death, religion, divorce or abuse

If you receive books that do not meet these criteria, Reach Out and Read Colorado recommends donating them to a thrift store and/or recycling.

HOW DO I CALCULATE THE # OF BOOKS DONATED?

The best option is to count all the books received. If this isn't possible, an approximation is fine. In general, a small box holds 30-40 books, and a larger box holds 50-60 books.

WHAT DO I DO AFTER THE BOOK DRIVE IS COMPLETE?

After your book drive is complete, please let Reach Out and Read Colorado know. We will ask for an approximate number of books collected, and together we will determine the best method to get the books to the children who need them. Generally books are brought directly to our office, which is located at Martin Luther King Blvd and Colorado Blvd. Depending on the number of boxes and your interest, we could also host a community event where the books are distributed by your employees. This is a great way to see the book donation process come full circle!

I STILL HAVE QUESTIONS.

Please contact books@reachoutandreadco.org with any additional questions, concerns, or ideas.

Gently Used Book Drive: Checklist

- Decide where and when you are going to host a book drive
 - We recommend hosting your book drive for anywhere from 1-4 weeks
- Find bins or boxes to collect books in
 - You can purchase large boxes that are great for book drives here: www.keeptidy.com
 - You can also use your own card board boxes, clear bins, or laundry baskets
- Tell your staff and network about your upcoming book drive, making sure to explain what Reach Out and Read Colorado does and why we need as many gently-used children's books as possible
- Share your social media handles with Reach Out and Read Colorado so that we can promote your book drive to our networks, and be sure to tag @ReachOutandReadColorado on Facebook or @ReachOutReadCO on Twitter when posting
- Print out flyers and signs for the book boxes
 - In this toolkit you will find are Microsoft Word templates where you can add your logo and details about your book drive before printing or sharing
- Collect lots of quality children's books!
 - Requirements:
 - New or gently used (covers and pages intact, clean and unmarked pages)
 - Age range includes infants through young adults
 - No textbooks
 - No used coloring or activity books
 - No books with sensitive themes such as death, religion, divorce or abuse

ONCE YOUR BOOK DRIVE IS COMPLETE:

- Take pictures of your staff with your stacks of books
- Count the books and then discard any that do not meet our donation criteria
 - Tears, ripped covers, adult books, etc. (see list above)
- Contact Reach Out and Read Colorado (books@reachoutandreadco.org) to discuss next steps, whether that might be hosting a community event to distribute books or dropping the books off at our office

Gently Used Book Drive: Sample Promotional Language

SAMPLE SOCIAL MEDIA POSTS



[COMPANY NAME] is hosting a children's book drive from [DATE RANGE] to benefit Reach Out and Read Colorado. Reach Out and Read Colorado is a nonprofit organization that partners with pediatricians to give young children in Colorado a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. Your books will help make this happen!

To learn more about where and when you can drop off your gently-used children's books, click here (insert link to website or link to press release).



Did you know that over 50% of children in Colorado enter kindergarten lacking the basic developmental skills they will need to learn to read and succeed in school? Well, a local nonprofit, Reach Out and Read Colorado, is working to combat this by providing Colorado families with the tools and resources to read aloud together every day from when their children are 6 months old to 5 years old.

Join us as we collect gently-used children's books from [DATE RANGE] at [LOCATION] to benefit Reach Out and Read Colorado!

We ask that book donations meet the following criteria:

- Be new or gently used (covers and pages intact, clean and unmarked pages)
- Books are for children aged 0-18
- No textbooks, no coloring or activity books
- No books with sensitive themes such as death, religion, divorce or abuse



We're partnering with a local nonprofit, Reach Out and Read Colorado, to collect gently-used children's books for kids in our community. Through Reach Out and Read, when kids visit the doctor for regular well-visits, they receive a new age- and language-appropriate book from their pediatrician, and their siblings can take these gently-used books from the waiting room to stock their book shelves at home! When families have the tools necessary and understand the importance of reading aloud from a young age, they are significantly more likely to read together every day, preparing their kids for lifelong success.

We will be hosting a book drive at [LOCATION] this month. Drop off your gently-used children's books any time between [HOURS OF OPERATION] from [DATE RANGE]. Thank you for helping build a literacy-rich community!



Reach Out and Read Colorado is a nonprofit organization that gives young children a foundation for success by incorporating books and reading instruction into pediatric care, encouraging families to read aloud together every day. When families are given books and the tools to succeed at every wellness check-up from 6 months to five years old, kids are more likely to be kindergarten-ready by the time they enter school.

That's why we are partnering with them to collect gently-used books during [DATE RANGE] at [LOCATION]! Join us as we support children in our community by dropping off your gently-used children's books any time between [HOURS OF OPERATION].

You can learn more about Reach Out and Read Colorado here: www.reachoutandreadco.org

EMAIL BOOKS@REACHOUTANDREADCO.ORG OR VISIT WWW.REACHOUTANDREADCO.ORG FOR MORE INFO



Creating libraries and a culture of literacy at home helps build valuable skills during the early, critical years when language development matters most, enabling children to start school with a strong vocabulary and a love of books, placing them on a path to success.

At [COMPANY NAME], we are doing just that by partnering with Reach Out and Read Colorado to collect as many gently-used books as we can before [END DATE]. Please bring your gently-used children's books to [LOCATION], and we will make sure they find good homes!

SAMPLE EMAIL CONTENT



Dear [NAME/GROUP],

Beginning on [DATE], we are teaming up with Reach Out and Read Colorado to collect gently-used children's books at [LOCATION]. Reach Out and Read Colorado is a local nonprofit organization that works with pediatricians to give young children in Colorado a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

Reach Out and Read's model is made up of three components: 1) a brand new, developmentally- and language-appropriate book at all well-visits from 6 months to 5 years old, 2) anticipatory guidance discussed by a health care provider, and 3) a literacy-rich clinic environment. This third component begins in the waiting room, where we encourage all clinics to have a supply of gently-used books available for all children to take home.

It is known that children who are read aloud to at home develop a stronger vocabulary, more background knowledge, better expressive and receptive language abilities, and stronger phonological awareness and early literacy skills.

By donating your gently-used children's books, you are helping families in our communities read together more often, preparing their children for success when they enter school and beyond.

Please bring your children's books to [LOCATION] between [HOURS] from [DATE RANGE]. We ask that your book donations please meet the following criteria:

- Be new or gently used (covers and pages intact, clean and unmarked pages)
- Books are for children aged 0-18
- No textbooks, coloring or activity books
- No books with sensitive themes such as death, religion, divorce or abuse

If you have any questions, please contact us at [CONTACT INFO].
Thank you for helping us build a strong, literacy-rich community!

[COMPANY NAME]

****DOWNLOAD SOCIAL MEDIA AND EMAIL IMAGES [HERE](#)****



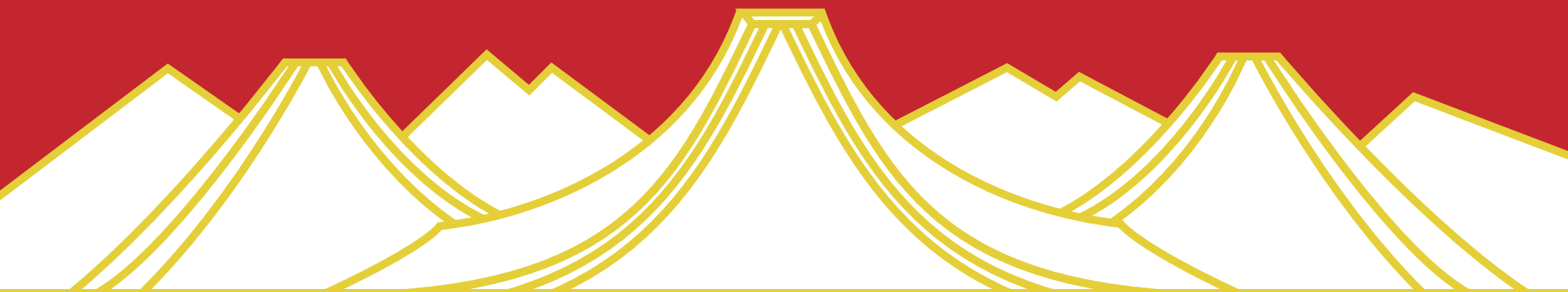
COLORADO

BOOK DRIVE

TO BENEFIT REACH OUT & READ COLORADO



DONATE NEW OR GENTLY-USED
CHILDREN'S BOOKS HERE!



WWW.REACHOUTANDREADCO.ORG

 REACHOUTANDREADCOLORADO

 REACHOUTREADCO

BOOK DRIVE

TO BENEFIT REACH OUT & READ COLORADO

Hosted by:

Dates:

Reach Out and Read Colorado is happy to accept new and gently used children's books abiding by the following guidelines:

Be Gently Used

(covers and pages intact, clean and unmarked pages)

Books May Be for the Following Age Groups:

Infants up to and including young adults

No Textbooks

No used coloring or activity books

Gently used books are placed in waiting areas at Reach Out and Read Colorado clinics to create literacy-rich environments, as well as given to siblings accompanying a child at a well-child visit.

"Last spring, we received a donation of children's books from a local high school book drive. The student leader dropped them off at the clinic and as I was emptying the boxes onto the shelf in children's waiting area at least 6 kids came over and pulled a book off the shelf to enjoy while they were waiting. Shortly after that 3 parents came over to read to their children. It was wonderful knowing that just a small upgrade really improved the experience of our patients."

LEXIE ZUVER, DO | SOUTHERN COLORADO FAMILY MEDICINE



FOR MORE INFORMATION, EMAIL CELIA AT CELIA@REACHOUTANDREADCO.ORG

WWW.REACHOUTANDREADCO.ORG

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