



Book Oasis Toolkit for Individuals

In this kit, you will find the tools needed to successfully organize your virtual book drive to collect new books for the children and families served by Reach Out and Read.



Thank you for helping us build book oases for young children!

About Reach Out and Read

There are many reasons that your family, friends, colleagues, and others in your network will want to help you build a book oasis — they'll be inspired by many of the same reasons you believe in Reach Out and Read's work!

- Book deserts are geographic areas that lack consistent access to high-quality, affordable print children's books and other print reading materials.
 - » In some low-income communities, there is only one book for every 300 children. (In high-income communities, there are about 13 books for every child.)
 - » 45 percent of our nation's children live in homes where books are unaffordable and/or neighborhoods that lack public libraries and stores that sell books.
 - » 67 percent of the schools and programs in the country's lowest-income neighborhoods cannot afford books at retail prices.
 - » 32.4 million American children do not have access to books.
- 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 shared reading during the span of rapid brain growth and development that occurs between birth and age 5. This can be particularly important for families who may experience adverse outcomes due to poverty.
- Reach Out and Read is uniquely poised to reach more children than other organization because we are the only national literacy nonprofit that partners directly with pediatric medical providers.
 - » Over 90 percent of children in the U.S. visit a trusted medical provider at least once a year.

- With a network of more than 36,000 providers at 6,200 sites nationwide, Reach Out and Read provides books and guidance about shared reading to 4.4 million children and families each year.
- Last year, Reach Out and Read distributed 7.1 million new developmentally, linguistically, culturally appropriate books to children.
- Reach Out and Read is endorsed by the American Academy of Pediatrics, who has cited the abundant research about the success of our model and called literacy promotion as “an essential component of primary care pediatric practice.”
- \$140 provides one child with five full years of the Reach Out and Read program.

Personalize and Launch Your Campaign

1. Open [this link](#) in your browser.
2. Click “Start Your Virtual Book Drive.”
3. Click “As an Individual.”
4. Interested in offering this through your employer?
Contact development@reachoutandread.org.
5. Click “Create an Account.”
6. Set a goal, and add a headline, picture, and short URL for the campaign. **Your headline, short URL, and picture should be personal and memorable!**
7. Click “Manage.”
8. Add your personal story. **This is the important part. The people in your network will give because Reach Out and Read is important to YOU, so be sure to share why you want to collect books for Reach Out and Read! For example, think about how you found Reach Out and Read, why you love the organization, and why you think the mission is important.**
9. **Donate.** When you make your own donation, you kick off your campaign and show your network you are committed to the work.

Questions? Contact us at development@reachoutandread.org.

Spread the Word

- **Who to ask:** Make a list of people you want to ask to donate and think broadly. You should consider friends, family, colleagues, neighbors — you never know who will be moved by your story and connection to Reach Out and Read!
- **How to ask:** You can ask people in person, by email or snail mail, on social media, and more. When you ask, be sure to share your personal connection to Reach Out and Read. You can also include a [short video](#) about Reach Out and Read so people understand more about the organization.
- **How often to ask:** Don’t be afraid to follow up with people after you make your initial ask. Those in your network are busy and will appreciate the reminder.

- **Share updates:** Those who have already donated will appreciate knowing their gift made a difference, and those who have yet to donate will be encouraged to join your drive. You can say things like:

- » *“There are only three days left in my campaign for Reach Out and Read. Please help to provide diverse and culturally responsive books for all children by making a donation today! Thank you!”*
- » *“Your donation of only \$30 helps to change the narrative about diversity, equity, and inclusion! Thank you!”*

Say Thank You

- You will get an email when you receive a donation. You can also see each donation at the bottom of your donation page.
 - » **Personally thank every donor:** It is important that you thank each and every one of your donors. Your donors will receive an automated email from Reach Out and Read, but your personal thanks will mean so much!
 - » **Comment on your page:** On the bottom of your campaign page, you can immediately comment on each donation. The donor will get an email that you added a comment.
 - » **Send a handwritten note:** A sincere, handwritten note is a great way to thank your donors!
 - » **Keep your donors updated:** Be sure to let your donors know how your campaign went!



We thank **YOU** for considering a virtual book drive to create book oases for the millions of kids around the country who don't have access to books. Your support helps us further Reach Out and Read's mission and impact!