



Virtual Book Drive Toolkit

Thank you for helping to ensure that all young children have access to books and a path to early literacy!

Reach Out and Read clinicians share new books with children during each well-child visits between birth and age 5. They also talk with parents about how shared reading can foster not only early literacy, but also healthy relationships with their young children.

Last year, Reach Out and Read gave 7.1 million new books to families across the country. Still, millions of U.S. children live in book deserts — geographic areas that lack consistent access to high-quality, affordable print children’s books and other print reading materials. Among many other things, books give children strong minds and hearts. We need your help to ensure all children grow up with a plethora of books in their homes, knowledge in their minds, and love in their hearts.

Your support will help purchase new books and give over 36,000 medical providers across the country the tools they need to promote reading aloud every day. Virtual book drives are a great way to engage employees, and we have heard from partners that they are simple yet effective — just like the Reach Out and Read model.

How To Get Started

1. Reach out to development@reachoutandread.org to discuss the scope of your project. We find the most successful Virtual Book Drives include the following elements:
 - **An internal champion.** Who is going to rally employees and encourage them to participate?
 - **A goal.** Are you looking to engage employees? Give back to the community? Reach a monetary philanthropic goal? Offer this opportunity as part of a larger event?
 - **A specific timeframe.** Reach Out and Read needs a minimum of one month lead time, but additional time is even better, so you have adequate time to promote the drive. We recommend Virtual Book Drives last no longer than six weeks to create a sense of urgency and stay top of mind for employees.
 - **Opportunities for promotion.** Virtual book drives are a great addition to Employee Give Back or Volunteer Weeks, or to tie in with a holiday or special event at your workplace.
 - **A specific, enthusiastic ask for employees.** When people are asked for a specific amount, they are much more likely to give and give at a higher level.
 - **An employee match or company gift.** Employees are more likely to give if their donation is matched by their employer or if their employer kicks off the Virtual Book Drive with a gift.

- We also encourage you to consider the following when hosting a Virtual Book Drive:
 - » The philanthropic climate of the organization. Are you just starting your philanthropic journey; is philanthropy already woven into your company culture; or are you somewhere in between?
 - » The size of your organization. To how many people can you offer this opportunity?
 - » Geographic locations of your offices / employees. Reach Out and Read has sites in all 50 states and the District of Columbia.
- 2. After speaking with a Reach Out and Read team member, we will work with you to create the Virtual Book Drive landing page. The page is customizable, and we find the most successful virtual book drives tie into the employer's branding. Our staff will take care of all back-end customization and responsibilities.
- 3. Once the landing page is complete, you will receive the link to include in your internal promotion of the drive. This can include sharing information about the Virtual Book Drive in a company-wide newsletter or email, on the company's intranet, in a staff meeting, and more.
- 4. Employees will visit the Virtual Book Drive landing page and choose a book collection(s) to donate.
- 5. Depending on the length of your drive, we will send you regular updates on your progress to help motivate employees.
- 6. At the end of the Virtual Book Drive, we will provide you with a list of participants, which can be used to remind employees to submit their company match information.



Thanks to your support, Reach Out and Read clinicians can give children they serve a brand-new book, helping families reap the lifelong benefits of shared reading.

Thank you!

