

Books by the Bushel LLC ©2009 **VIRTUAL** **BOOK DRIVE**



HOW-TO GUIDE ON MAKING YOUR BOOK DRIVE SUCCESSFUL

- **PARTENER WITH A SPONSOR**

Partnering with a sponsor will bring significant potential to reach more donors. Reach out to your local businesses and or schools.

- **SET THE DATE**

A typical book drive lasts 2-4 weeks. Corresponding your book drive to a local or national literacy event can help.

- **SET THE GOAL**

Make it known of a goal or amount you would like to reach. How many children will benefit from the drive? What the books will be used for? Advertise this info.

- **ADVERTISE YOUR BOOK DRIVE**

Your donors need to know when and how! Give them the material needed to know when it is and how to donate. Flyers, emails, and posters posted locally. (include the custom QR code) Then post on social media. It's not recommended to solely rely on social media alone.

- **SHARE THE SUCCESS**

Ultimately, be sure to send a "thank you" to all the donors with the outcome of your book drive. Share photos of the children, books, etc. Post your thank you on social media and in your local paper. Doing so will motivate potential donors in the future.

Feel free to reach out with any questions at cc@booksbythebushel.com
Also, you can view a virtual book drive demo on our website under the book drive tab at www.booksbythebushel.com