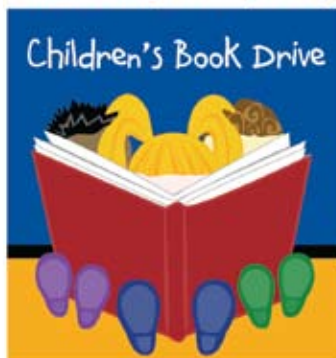


conducting a successful workplace BOOK DRIVE



United Way of Tampa Bay



*"There is more treasure
in books than in all the
pirate's loot on Treasure
Island."*

~Walt Disney

Set your goal.

- How many books do you want to challenge your co-workers to collect?
- Buy books online as an inexpensive and convenient way to donate new books.
www.firstbook.org/unitedwaytampabay
- If your organization participated last year, try to beat last year's total.
- Register your book drive online at
www.unitedwaytampabay.org/bookdrive

Pick the date(s) you will conduct your internal Book Drive.

- All books must be collected and counted by **August 14** and then delivered to Tropicana Field at Workplace Campaign Kickoff Thursday, **August 20**.
- It is effective to schedule your book drive for three to five consecutive days, depending on the size of your workplace.

Choose the collection site(s).

- Choose locations that are convenient for employees to drop off books. Select drop off locations close to entrances so employees don't have to carry the books too far.
- Make sure the donation bins/boxes do not obstruct passageways.
- Label the bins or boxes with United Way Book Drive signage so that they will not become trash receptacles. Labels/poster can be downloaded at:
www.unitedwaytampabay.org/bookdrive

Spread the word!

- Send an e-mail to all employees outlining why your company has chosen to provide books to children who don't have them. A sample letter is available on
www.unitedwaytampabay.org/bookdrive.
- Download the Book Drive fact sheet and poster at
www.unitedwaytampabay.org/bookdrive.
- Use the statistics and quotes about literacy found on United Way of Tampa Bay Web site.
- Use other communications tools to spread the word, such as your organization's internal newsletter, posters, etc.

Collect the books.

- Pack the books into **SMALL** to **MEDIUM** size boxes. Please do not use bags! (Last year, many brand new books were damaged because they were sent to us in bags.)
- Make sure all boxes are **CLOSED** and **STACKABLE**.



www.unitedwaytampabay.org/bookdrive