



THE HARRY POTTER ALLIANCE

THE WEAPON WE HAVE IS LOVE

Wand Work – Programs for Chapters

HOSTING A BOOK DRIVE

Why Host a Book Drive?

- ★ Great, easy way to promote literacy
- ★ Book drives are highly visible projects in schools or communities
- ★ Few start-up costs - this is a great project for both new and well established chapters!
- ★ It's a good way to illustrate the Harry Potter Alliance by linking Harry Potter (a book) - with social action (holding a book drive)
- ★ Help others gain a love of books!

What do organizations look for?

All book drive coordinators will have a website, email address, or phone number that you can call to find out exactly what they are looking for. Each organization is slightly different, so visiting their website is the most useful thing you can do. But generally, they look for:

- ★ **New or “slightly used”** books. This means that the books should not have tears, large marks, or broken spines.
- ★ Children’s literature from **grades K-6 and above**. Aim for the elementary to middle school level.
- ★ Some organizations, like Page Ahead, have **book lists**, which list exactly which books they are hoping to collect. Others do not specify.
- ★ **Monetary donations** are always welcome in addition to actual books. These funds help distribute books by covering shipping costs and by bringing literacy programs to the schools that receive the books.

Once you decide where you are sending your books and know what that group is looking for, you can start planning your book drive!



1. Contact the Organization

The organization's website often has an online form to fill out, or an email contact. Generally, they ask for an event coordinator to keep in contact with while the book drive is being set up. Remember: they want your book drive to be successful! Don't be afraid to ask them questions or ask for help if you need it.

2. Decide on a Time Line

A successful book drive will last anywhere from 1-3 weeks. For a community chapter, a longer book drive would be more helpful, but for a school-based chapter, a shorter book drive keeps it simple.

Why is that? In a community, people may visit their local library (a possible donation location) once a week. That gives them a week to read the sign, and then another week to bring their donation and spread the word. In schools, students and teachers are there every day, and if left too long, your donation boxes will become a familiar sight and get "old".

3. Publicize!!!

- ★ Posters, flyers, email notices, PA announcements, teacher announcements and newspaper articles.
- ★ Making an event on a social networking site, such as Myspace or Facebook
- ★ **School-based chapters** - ask for a notice to be placed on the school website or in the monthly newsletter (prior to the event being held).
- ★ **Community chapters** - ask your local library or community center to place a notice on their website or email list.

Cast a Charm - See the Chapter Charms Publicity Guide for more ideas

Publicity Idea – Make it a Contest

If you're in a middle or high school... have teachers collect the books. The classroom with the biggest donation gets a pizza party (or other prize)! have a grade-wide competition. Label each box with a different grade and the one with the most donations gets a prize.

If you're in a college or university... the same competition can be made for the different dorms on campus, or alternatively, different floors within a dorm building.

If you're in a community... split up into groups. Create names for your groups, and whichever one collects the most books wins. Each group is responsible for the location of their boxes, collection of donations, and advertisement.



4. Collect Materials

For basic materials, you will need:

- ★ Cardboard boxes (clearly labeled and placed in a visible location)
- ★ More boxes if mailing books to the organization
- ★ Jar or envelope for monetary donations (to send to organizations or help with shipping costs)
- ★ Notebook for an inventory of books received/event notes
- ★ (Optional) Colored paper, paint, or markers to decorate your boxes

5. Host the Book Drive!

Make sure your collection points are easily visible and in strategic locations. Possible locations include:

- ★ Library
- ★ Community centers
- ★ School cafeteria
- ★ Classrooms
- ★ Administrative offices
- ★ A booth/table at a local fair/wrock concert

Remember: you can leave a box or money jar and collect the contents daily or at the end of each week, but if you have time to sit at a table and personally collect donations, it's always helpful! That way you can talk to people, answer questions, and encourage them to make a donation.

6. Sort the books

You can do this as you receive them or at the very end. Usually, organizations ask you to sort them by grade-level. You can usually find a grade-level guide on their website. Then mail them or have them dropped off at the designated location!

7. Send your Books

Package them in cardboard boxes and send them by "Media Mail" (this is what magazine/book companies use to send out copies and is what is recommended by the literacy organizations).

Shipping Worries? You can either ask for donations as well as books (one suggestion: ask for 50 cents or a dollar from each donor to help cover costs) OR ask the organization whether they will pay for shipping. If you're having difficulty raising the money, the organization will usually help out.



Suggested Organizations to Donate To:

- ★ www.booksfirst.org
- ★ www.pageahead.org
- ★ www.bookends.org
- ★ www.booksforamerica.org

If you want your books to go to a local cause, search your area for a literacy organization near you!

8. Make Your Results Known!

Everyone likes to know how an event turned out. Advertise the results in the local or school newspaper, on the school website, in a newsletter, etc. Thank everyone who was involved for their dedication and time commitment. If you want, throw a party to celebrate!

