

HOW TO RUN A BOOK DRIVE FOR BOOK HARVEST'S 10th ANNIVERSARY MLK DAY DREAM BIG COMMUNITY CELEBRATION

4 Easy Steps to Success!

Thank you for volunteering to run a book drive for Book Harvest's 10th annual Dream Big Celebration scheduled for MLK Day – Monday, January 18, 2021 from noon to 4pm. This year's community-wide event will help to ensure that every child in our midst has easy access to wonderful books that help them dream big! YOU are helping to make literacy and a love of reading possible for all children, and we are so grateful for your efforts.

Running a book drive is easy-to-do, and it offers everyone the opportunity to honor Dr. King's legacy of service. This guide can help you conduct a book drive effortlessly!



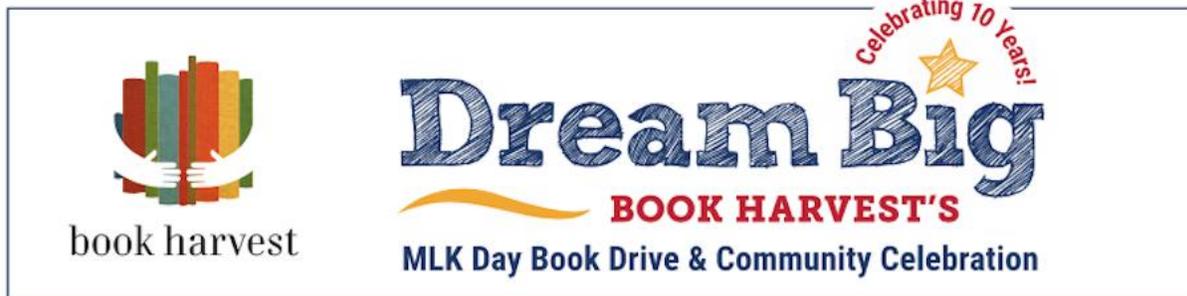
Questions?

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4 Easy Steps to A Successful Book Drive!

1. SIGN UP!
2. SET UP THE COLLECTION SITE!
3. PROMOTE THE BOOK DRIVE!
4. DELIVER THE BOOKS!

1. SIGN UP!

We are eager to hear that you're planning to be book drive "captain" and we can help share the news of your participation. Please fill out [THIS FORM](#) – it just takes a minute!

Please note that Book Harvest gladly accepts new and gently used children's books for young readers ages 0 to 18. We especially love donations of board books, picture books, Spanish and bilingual books, and books that portray ALL children, honoring diverse backgrounds, languages, abilities, and perspectives, and including stories by and about people of color.

2. SET UP THE COLLECTION SITE!

- Choose a location: There are many places you may choose to set up your book collection bin: your office, your local service/civic/faith organization, your front porch! Choose a place where you think you can engage the most people and collect the most books.
- Gather materials:
 - Collection box or bin placed where it will be most visible - entryways or lobbies, offices or classrooms, front porches or yards. Boxes or bins should be strong enough to hold large numbers of books. Plastic storage bins (18-gallon) work well.
 - [Print a sign](#) that draws attention to your collection box or bin – or make your own colorful sign!

- Ask us for a yard sign!
 - When you fill out the “Run a 2021 Dream Big Book Drive” form, you will have the opportunity to request a brand new, specially designed yard sign to display so that you can announce your book drive to your friends and neighbors.

3. PROMOTE THE BOOK DRIVE!

- Tell your friends and family, neighbors, colleagues, and contacts about your book drive, and invite them to participate in this wonderful act of service in anticipation of MLK Day 2021. Some ideas for spreading the news include:
 - Facebook, Twitter, and other social media posts
 - Neighborhood listservs
 - Nextdoor.com or other share-able neighborhood hubs
 - Company newsletters
 - Flyers in mailboxes
 - E-vites
 - E-mails
 - Text messages
 - Good ol’ fashioned phone calls!
- [Print this flyer or use it as a graphic](#) for your book drive promotion! DON’T FORGET to write in the LOCATION of your book collection boxes and bins!
- Share our [book wishlist](#) with those who want to contribute but don’t have books at home. These are some of our most-requested and most-needed titles!

4. DELIVER THE BOOKS!

We invite you to join us on Monday, January 18 between noon and 4pm at [Durham Central Park](#) for our [10th anniversary community celebration](#)! At this outdoor, safe, drive-through event, you will be greeted by many characters from favorite children’s books who, along with Book Harvest volunteers and staff, will receive your book donations and offer you celebratory memorabilia – and even a string backpack filled with your very own children’s books to take home and keep forever as a small token of our deep gratitude.

(NOTE: If attending Dream Big on January 18 is not possible for you, please feel free to deliver your book donations to the Book Harvest office (2501 University Drive, Durham, NC, 27707). Clearly mark your boxes/bags with your name and the words "DREAM BIG BOOK DRIVE," and place them in the specially marked, large book bin with the words "DREAM BIG BOOK DRIVE BOOK BIN" right outside our office and available to you 24/7!)