

TAPBOOKS

BOOK DRIVE TOOLKIT

Thank you for your interest in hosting a TAP book drive!

Use this toolkit to help make your drive easy, fun, and successful. As you plan, consider the following:

LEADERSHIP

Who will be in charge of the drive? Are permissions or approval required?

DURATION

How long will your book drive run? We recommend one week or more. What days and times will you accept donations?

TIE-INS

Will the drive be connected to another event or occasion (e.g. annual meeting, sporting event, or party)?

LOCATION

Ensure your drop-off location is convenient and has adequate storage to accommodate large donations.

DONATION BINS

We have several sizes of bins available, or you may use your own.

AWARENESS

How will you let people know about the drive (emails, newsletters, mailing inserts, social media, signs, etc.)?

INCENTIVES

While not required, a contest and/or offering prizes can be a fun way to increase interest. Here are some helpful suggestions:

- **Contest type:** Will your contest be individual- or group-based? Group contests can encourage team building and boost group morale.
- **Keeping track:** How will you record donations to determine the winner?
- **Recognition:** How will you recognize the winner(s)? Be sure to take lots of pictures. Get photo releases from people in the pictures if you can, particularly if minors are pictured. If allowed, please share them with TAP. We love to show off our supporters!

Be sure to let TAP Books know about your drive so we can help promote it and be ready to pick up your donations when you're done. The attached information sheet will help you organize your drive and let us know how we can assist you.

Questions? Contact TAP Books at any time at **540.358.1079** or **books@tapinto.org**.

Scripts

Please feel free to borrow from our words when creating your communication materials. Here are some suggested passages you can draw from:

- [Your organization] is hosting a book drive to help our friends at Total Action for Progress (TAP) from [Start Date] to [End Date]. Please bring your used books to [Location] anytime [Dates/Times]. It doesn't matter if you have two books or two-thousand (you know who you are)—all donations are much appreciated.
- Give your books a second life by donating them to TAP!
- The winning [branch, class, department, individual] will receive [Prize].

Frequently Asked Questions

What does TAP Books do with the donations?	TAP Books helps turn used books into stable revenue for TAP programs, gives free books to people in need, and creates jobs in our community.
What kind of books does TAP Books want?	We take all kinds of books.
Are there books that TAP Books does not want?	We'll take anything, and there's no need to sort or filter your donation. We are, however, less interested in donations of magazines, encyclopedia sets, or books in very poor condition.
How do participants in TAP programs benefit?	TAP programs issue vouchers for books, including children's books, to TAP clients for them to select books to share with their families. We also put together book bags that are occasionally distributed to TAP families. Our programs that serve incarcerated individuals also take donated books to prison libraries.
How does TAP Books create jobs?	It takes a lot of labor to gather, process, and sell book donations. A majority of the revenue from TAP Books goes into the paychecks of our employees to help them support their families. Where possible, we give employment opportunities to participants in TAP programs.
Does TAP resell donated books? Where?	TAP Books sells books through various online marketplaces such as Amazon and eBay and through occasional pop-up sales. The proceeds are then used to support TAP programs.

Book Drive Planning and Information Sheet

Organization Conducting Drive:	
Point-of-Contact Name:	
Email:	
Phone:	
Start/End Dates:	
Donation Locations:	
Donation Days/Times:	
Donations Accepted	<input type="checkbox"/> Books only <input type="checkbox"/> Any media
Bin Delivery Date (if needed):	
Bin Size and Quantity: (or other materials)	_____ <input type="checkbox"/> Large Bins _____ <input type="checkbox"/> Bin Signs _____ <input type="checkbox"/> Medium Bins _____ <input type="checkbox"/> Postcards _____ <input type="checkbox"/> Small Bins
Communication/Advertisement Launch Date:	
Who will prepare and send out communications?	
Communication Methods:	<input type="checkbox"/> Email: _____ <input type="checkbox"/> Newsletters: _____ <input type="checkbox"/> Announcements: _____ <input type="checkbox"/> Postcards: _____ <input type="checkbox"/> Handouts: _____ <input type="checkbox"/> Flyers: _____ <input type="checkbox"/> Social media posts: _____
Prizes, recognition, and/or celebration (if any):	
Photography:	<input type="checkbox"/> Cell phone photographer assigned <input type="checkbox"/> Photo release available
Requested Pickup Date/Time:	

Email to books@tapintohope.org or call 540-358-1079

TOTAL ACTION FOR PROGRESS

MEDIA RELEASE FORM

I give Total Action for Progress permission to use my likeness and/or personal story in print, other media, and to share it with collaborating agencies in order to promote the work and successes of TAP's programs. By signing below I signify that I understand and agree with the above information.

Signature

Date

Email Address

WE'RE HOLDING A **BOOK DRIVE**

FOR TOTAL ACTION FOR PROGRESS!

**GIVE YOUR BOOKS A SECOND LIFE WHILE HELPING
THOSE IN NEED IN OUR COMMUNITY!**

TAP's book donation program helps support the agency's mission, gives free books to people in need, and creates jobs.

DROP OFF YOUR USED BOOKS

AT

For more information, contact us at

Brought to you by
and **Total Action for Progress (TAP)**

