

HOW TO HOST

A Book Drive for Page Ahead



The book is magnificent, awesome, happy, and interesting. It helps me learn, and it helps me be smart.

Fuamai, Van Asselt Elementary, Seattle



It has been a pleasure reading all these wonderful books. I really cannot be more happier than I am right now.

Leslie, Meadow Ridge Elementary, Kent



Thanks for the two books. I would recommend these books to other people because they tell life stories that can happen any time.

Kyle, Nespalem Elementary, Nespalem



Guess what? All the kids loved your books because I saw smiles all over.

Ulysses, Sanislo Elementary, Seattle





1 ABOUT PAGE AHEAD

Mission, history, methods.

2 THE ABC'S OF A SUCCESSFUL BOOK DRIVE

Techniques to help your book drive along.

3 BOOK DRIVES AT SCHOOLS

Involve students and parents.

4 BOOK DRIVES AT THE WORKPLACE

How to make it work.

5 BOOK WISH LIST

The books children want the most.

6 HOW YOUR BOOK DRIVE HELPS CHILDREN

What teachers and parents say about Page Ahead.

7 "BOOK CASE" STUDIES: HOW THEY STOCKED THE SHELVES

The voices of experience.

8 OTHER WAYS TO SUPPORT PAGE AHEAD

A book drive may be just the beginning.



Page Ahead Children's Literacy Program

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Photos courtesy of Chris Karges and Corbis.

About Page Ahead

Mission, history, methods.

Our Methods

To raise the next generation of readers, Page Ahead:

- provides new books to at-risk children to choose, keep, and treasure
- engages parents and recruits community volunteers to read with children
- helps schools and social service agencies operate successful literacy programs

Our Successes

Page Ahead promotes relationships—between a community and a school, between a parent and a child, between a child and a book. Founded as “Books for Kids” in 1990, Page Ahead has placed more than one million new books into the hands of nearly 400,000 at-risk children through collaborations with over 200 schools, social service agencies, preschools, and early childhood centers across Washington State.

Senator Patty Murray has praised Page Ahead for “making great strides in the fight against illiteracy.” Page Ahead was recognized by the Municipal League of King County in 2003 for its outstanding contributions to the public good. Page Ahead received the “Literary Lions” award from the King County Library System Foundation in 2004. In 2005, Page Ahead was honored with a “Golden Apple” award from KCTS for educational excellence.

Our Basis

Page Ahead operates on one simple and astounding fact—being read to as a youngster is the foremost predictor of academic success in childhood. A child who succeeds in school will remain there, earning a chance at a better job and a better life in the years ahead. A child who lacks early exposure to reading often suffers from low self-esteem, struggles academically, and is at higher risk for substance abuse, teen pregnancy, and delinquency. Succeeding begins with reading.

Children with literacy problems typically come from low-income families, have no books at home, and have caregivers who are not aware of the importance of reading to their children. Yet studies have shown that access to age-appropriate books and reading aloud to children are essential to developing language and reading skills.

Only 62% of children in Washington State can read at a basic level by the time they reach 4th grade (according to the Office of the Superintendent of Public Instruction). Among African-American and Hispanic children, the figures drop to 50%. However, if a child can read at grade level by 3rd grade, she will continue to read at grade level throughout her academic career.

Our Recipients

Page Ahead serves children from birth to age 12 who are considered to be at risk—those who live beneath the federal poverty line, receive English language tutoring, or read below grade level. By working with these children early in their learning process, Page Ahead helps build strong reading skills and prevents the problems created by illiteracy. This year, Page Ahead is providing 142,933 books to 51,618 children.

I love my book “Space Facts and Antarctica.” I can’t wait for my next one. I can’t wait to learn more about space. Thank you for I love them so much.

Josh, DeLong Elementary



The ABC's of a Successful Book Drive

Techniques to help your book drive along.

Assemble the Basics

Who will participate?

Your organization, clients, the public, etc.

What will be collected?

New children's books or the money to purchase books. Page Ahead can deliver one new book and associated program services for about \$5.

When will the drive start and end?

Two to three weeks is the optimal length for a successful book drive.

Where will the books/money be collected and stored?

Books should be collected in a well-marked, high-traffic area and stored in a secure location.

Why is a book drive important?

To ensure that children from low-income families own the books that will help them learn to read.

How will people be encouraged to donate?

Through themes, incentives, publicity, and team spirit.

Begin with a Bang

Kick off the book drive at a meeting or event that promotes children's literacy and the book drive. Written materials, bookmarks, a seven-minute video, collection boxes and a speaker can be provided. Use the event to explain the book drive and encourage participation.

Create some Excitement

Design an event that will inspire participation. Be sure to publicize the event and provide regular updates that let people know how many books have been collected. Highlight special contributions.

Determine a Goal

Choose a number that is meaningful to your organization: 100 books for 100 employees, or 5 books for every year your business has existed, or 1 book for each of the students at a nearby elementary school.

Enjoy the Drive!

Thank you for "Miss Nelson is Back." The thing that makes this book good is it makes me smarter. I can't wait to read it!

Beth,

Valhalla Elementary



Book Drives at the Workplace

Best practices for companies collecting books for Page Ahead.

Make it Visible

Put collection boxes in the company lobby, lunchroom, or any place employees regularly pass or congregate. Be sure to specify that *new* books are sought.

Make Suggestions

Distribute or display Page Ahead's book wish list.

Make a Match

Donate \$5.00 to Page Ahead instead of a book, or as a match to each book donated. Or arrange with your company to make an additional financial donation totaling the retail value of books donated by employees. Because of special arrangements with publishers, Page Ahead can buy books for less than retail prices, making the most of your cash contributions. But keep in mind that some people prefer to give books rather than money; when people donate a book, it creates a strong emotional connection to the drive.

Make it Count

Let people know that they can order books through the link to Amazon.com on Page Ahead's website. Individuals can go on-line, make their purchases, and have the books shipped directly to Page Ahead. Not only do we receive the new books for our programs, but Amazon also donates up to 15% of any purchases made through the web link from Page Ahead.

Make a Partnership

We have partnership opportunities galore. For example, Alberton's will contribute 5% of the cost of your purchases to Page Ahead. At certain sporting events, the Washington Lottery will exchange a lottery ticket for a new children's book. Find out more about these and other partnerships at our website: www.pageahead.org/support/

Thank you for these fantastic books. It was very generous of you to buy them. It came out of your wallet. You were kind to buy them.

Eslie, Kidco HeadStart



Our Wish List

The new books children want the most.

Picture Books

Alphabet Adventure *by Audrey Woods*
Anansi the Spider *by Gerald McDermott*
Boat Alphabet Book *by Jerry Pallotta*
Bug Faces *by Darlyne Murawski*
Chicka Chicka Boom Boom *by Bill Martin*
Clamshell Boy: A Makah Legend *by Terri Cohlene*
Click Clack Moo *by Doreen Cronin*
Dinosaur Roar! *by Paul Stickland*
Firefighters A to Z *by Chris Demarest*
Grapes of Math *by Greg Tang*
How Do Dinosaurs Say Good Night? *by Jane Yolen*
Jumanji *by Chris Van Allsburg*
Mabela the Clever *by Margaret Read MacDonald*
"More, More, More" Said the Baby *by Vera Williams*
Mrs. Chicken and the Hungry Crocodile *by Won-Ldy Paye*
Red Eyed Tree Frog *by Joy Cowley*
Scranimals *by Jack Prelutsky*
Snakey Riddles *by Katy Hall*
Take Me Out of the Bathtub *by Alan Katz*
Very Hungry Caterpillar *by Eric Carle*
Where's My Teddy? *by Jez Alborough*
Yoko *by Rosemary Wells*

Board Books

Black on White and White on Black
by Tana Hoban
Maisy Books *by Lucy Cousins*
I See and I Touch *by Helen Oxenbury*
Where's the Baby? *by Cheryl Christian*
Whistle for Willie *by Ezra Jack Keats*
Wrapping Paper Romp *by Patricia Hubbell*

I thank you for the books there so good.

I think its improved are reading. They've inspiyered us for reading. We realy need them. So if you are kind enough to send us more we realy look up to you.

*Sarah, Jackson Park
Elementary*



Chapter Books

A to Z Mysteries *by Ron Roy*
At the Plate with—Ichiro *by Glenn Stout*
Because of Winn-Dixie *by Kate DiCamillo*
Charlie and the Chocolate Factory *by Roald Dahl*
Esperanza Rising *by Pam Munoz Ryan*
Frindle *by Andrew Clements*
Girls of Many Lands series *(by assorted authors)*
Gloria Rising *by Ann Cameron*
Granny Torrelli Makes Soup *by Sharon Creech*
Honus and Me *by Dan Gutman*
Indian Shoes *by Cynthia Leitich Smith*
Judy Moody series *by Megan McDonald*
Magic School Bus Chapters series *(by assorted authors)*
Magic Tree House series *by Mary Pope Osborn*
Redwall series *by Brian Jacques*
Regarding the Fountain *by Kate Klise*
Secrets of Droon series *by Tony Abbott*
Series of Unfortunate Events *by Lemony Snicket*
Whipping Boy *by Sid Fleischman*

How Your Support Helps Children

What Teachers and Parents say about Page Ahead

Thank you for having “Storms” as one of your picking books. I choose storms because I love watching storms.
*Alicia,
Meadow Ridge Elementary*



What Teachers Say About Page Ahead

“Page Ahead provides children with something they treasure and parents with something they couldn’t afford.”

Shelton EvenStart, Shelton

“I cannot tell you how many students have come to thank me personally for bringing the Page Ahead program to our school. Many of our students do not have books at home. It is a very big deal for these students to get something new and to have their name written on the book plate inside the cover.”

McClure Elementary, Grandview

“The variety and assorted levels of books presented to our school was well done. Some of our students may have window shopped a bookstore but have never had the chance to step over the threshold.”

Naval Avenue Elementary, Bremerton

“Many of our families are unable to purchase books, and the Page Ahead books provide reading material for the home. During our book distribution, we encourage the children to write their name on the bookplate. They are so proud and happy to say that this is ‘my book!’”

Union Gap Elementary School, Yakima

“Our students love having their very own books to keep. They love showing them to others and talking about the stories once they have read them. It is such a positive experience for many kids whose positive experiences are few and far between.”

Vahalla Elementary, Seattle

“You really see the joy of ownership in their eyes when they hug their very own book close to their heart.”

Sumner Head Start, Sumner

What Parents Say About Page Ahead

“Special thanks to you for helping us to build a library of our own in our own home. We love to read and enjoy the new books you gave us.”

Amy D.

“My child is 12 months old. I read her the book before bedtime. Her face brightens up. I don’t want reading to be a battle for her.”

Sarah Z.

“Thanks so much for sharing the gift of books with our kids. What joy I’m receiving now from my own grandchild reading stories to me! Our favorite thing to do at home is read.”

Madeline M.

“As a single parent, there’s rarely enough money at the end of the month to purchase books—especially of this quality. We’ve had a great time reading them as a family.”

Staci K.

“Ashley loves to read. I gave her a book that she can be challenged by with puzzles and brain teasers. She is having fun while she reads. Having fun and loving to read are the keys to success.”

Mary S.

“Thank you for helping my daughter with her reading. She now feels much more confident and reads many things around her, such as signs. She has realized the value of reading and you’ve helped her on this wonderful journey.”

Miriam P.

“Book Case” Studies

How they stocked the shelves.

At the conclusion of a book drive, organizers often express their surprise and pleasure at how easy it was. Learn how a private company, a civic organization, and a young student held their book drives.

Setting: Employee lunchroom at Harland Financial Services

Incentive: Kickoff where theme-related snacks (gummy book worms, etc.) were served

Display: An empty bookcase to be filled, posters and literature from Page Ahead

Results: 130 books in less than 15 hours

“Donating to Page Ahead was appealing to our company because of the focus on literacy for children from disadvantaged backgrounds, the association with the children’s schools, and the idea of giving each child a brand new book to cherish as their own. We began the drive with emails and signs notifying employees of the drive and a gathering in the employee lunchroom to celebrate “Books to Brighten Young Minds Day.” We concluded the drive to coincide with a book fair that was held at our office. The fair was very effective in upping the number of donated books. Some of our remote employees also made cash donations to purchase additional books for the drive, plus the organizers of the book fair donated a percentage of their sales to Page Ahead. We received delightful thank you letters from a couple of children, which we displayed in the lunchroom; everyone got a kick out of them, and it really reinforced the value of Page Ahead’s programs.”

Ruth Pattison, Senior Product Analyst, Harland Financial Services

Setting: Junior League Holiday Craft Fair at Summerset Elementary School, Bellevue

Incentive: Admission fee to fair waived with donation of a new book

Display: A poster from Page Ahead; a large gift-wrapped box as a book receptacle

Results: 125 books in 10 hours

“As a 2004 Holiday Fair Coordinator for the Junior League of Seattle, I thoroughly enjoyed hosting a book drive for Page Ahead. The Junior League is an organization of women committed to improving the community, and we were very excited to work with Page Ahead to get new books into the hands of at-risk children. My fellow Junior League members enthusiastically contributed books to the event, which in turn supported our organization’s focus of helping children and families. The staff at Page Ahead was very helpful. They provided materials, responded immediately to my needs, and were so appreciative when I brought in all of the books. Afterward, we even received a note of thanks from Page Ahead that included a letter from a child. Giving the gift of reading is a great way to celebrate the holidays.”

Kate Jack, Holiday Fair Coordinator, The Junior League of Seattle

Setting: Bar mitzvah

Inducement: Guests were requested to donate on the invitation

Display: Brochure, poster, and donation box

Results: Cash donations totaling \$1,000 from 85 guests in 4 hours

My bar mitzvah was a special time for me, so I figured it should also benefit someone else. I’ve always loved reading. Although I considered some other charities, I chose Page Ahead because I felt it’s most valuable to teach someone how to read so that they can do for themselves. The book drive was easy, and people were willing to donate. It wasn’t difficult to convince people about the value of books and knowledge. I’m going to host another book drive soon.

Jake Rubin, 14-year-old student

Thank you for “El Tulipan Alcoiris.” I like that book because it has butyful picters and I hope I lean Spanish. That book reminds me of my sissters in Mexico. That book is what I dreamed of. It maks me so happy.

Olivia,

Nespelem Elementary



Other Ways to Support Page Ahead

A book drive may be just the beginning.

I didn't like reading but
now I do. All because
of you now I LOVE to
read! I practice a lot I
tell you, a lot, a lot, a
lot, I tell you A LOT!

Arianna, Satus Elementary



Volunteer

Last year, 500 volunteers spent 3,000 hours sorting/packing books, reading to children, preparing bulk mailings, organizing book drives, designing our web site, and updating our database. We are happy to work with individuals or with groups of volunteers on a regular or occasional basis.

A volunteer might:

- Serve on the board of directors or a board committee.
- Count, sort, and inventory children's books.
- Help children select and read books.
- Assist with office support.
- Raise funds: Identify donors, find sponsors, write grants.

Donate Money or Stock

We have negotiated with publishers to receive deep discounts on books. Therefore, your cash contribution goes even further toward preventing illiteracy. *Network for Good* makes it easy for you to contribute online. You can also mail donations to our offices by printing the online form. Visit pageahead.org to explore these options, or give us a call.

Shop through Amazon

Every time you use the link on pageahead.org to visit Amazon's web site, Page Ahead receives from Amazon a donation of up to 15% of the price of your purchase—from books to bathroom scales! This charitable donation from the Amazon Associates Program doesn't cost you a thing and benefits Page Ahead. Make your shopping dollars count for more: shop Amazon via pageahead.org.

Shop at Albertson's

Customers at Albertson's now have the opportunity to make a donation to Page Ahead at the check-out register. Through the "Community Card Program," Albertson's makes a donation to local charities favored by their customers. Using a card supplied by Page Ahead, customers "ask" Albertson's to donate to Page Ahead—free of charge to the customer. Please call us at 206.461.0123 to request a card.