



Hosting a Book Drive for CLiF

Thank you for your interest in holding a book drive to benefit the **Children's Literacy Foundation (CLiF)**. We are so grateful to the businesses, individuals, schools, and social organizations that host book drives for us. CLiF distributes all books collected in book drives to low-income, at-risk, and rural children throughout New Hampshire and Vermont.

Here are some things to consider when planning a book drive:

1. Choose the dates of the book drive.

- We've found 10 days to a month is a good length of time for a successful book drive.

2. Promote your book drive.

- We'll provide you with flyers and CLiF brochures to place in windows, on desks, and other places in your store/business or local establishments, as well as digital versions of CLiF's logo and photos to post on your social media channels, e-newsletters, and any other materials you choose to create.
- You may also wish to send local press outlets a press release about your book drive and/or promote it in local newsletters and community spaces.
- Please let CLiF know the details of your book drive (e.g. when the drive will be and how/where to donate books), so we can promote your efforts to our community.
- If space allows, you can make a display table of books at different price points that your customers can buy for the book drive.
- If space is limited, you could display 3-5 books on the counter and ask customers if they'd like to buy one as a donation to CLiF.
- You may wish to create a Gift Tree, on which you hang strips of paper or ornaments that give the title of a book we need. Customers choose an ornament and purchase the book named.
- You can also encourage customers to pick out a favorite children's book that they'd like to share with a child who may have no other books at home.

3. It helps to offer incentives for your customers who make a donation. Such as:

- A discount on the book they donate.
- A coupon for a discount on the next book they purchase.
- A raffle ticket for each book donated with a drawing for a gift certificate or other item at the end of the book drive.

4. Please contact CLiF if you have any questions.

- Contact Erika Nichols-Frazer at communications@clifonline.org or 802-244-0944 for more information.

Read more on the next page about the books CLiF needs and what we do with them.

Children's Literacy Foundation (CLiF) - 1536 Loomis Hill Rd, Waterbury Ctr . VT 05677
802-244-0944 - clif@clifonline.org - www.clifonline.org



CLiF Book Donation FAQs

What is the Children's Literacy Foundation (CLiF)?

CLiF is a non-profit organization with a mission to inspire a love of reading and writing among low-income, at-risk, and rural children throughout New Hampshire and Vermont. Since 1998 CLiF has served nearly 200,000 young readers and writers in more than 400 communities. CLiF receives no federal or state funds, and relies solely on the generosity of individuals, local companies, social organizations, and foundations. You can learn more about our literacy programs on our website: www.clifonline.org

What does CLiF do with donated books?

At the conclusion of every CLiF literacy program, children are invited to choose new books to keep from hundreds of inspiring, high-quality books we bring with us. Many of these children own few, if any, books of their own. The books they select will become treasured possessions.

Who receives the donated books?

CLiF's programs serve low-income, at-risk, and rural children up to age twelve across New Hampshire and Vermont. *Please let us know if you prefer for the books you donate to go to children in your area, and we will do our best to accommodate your preferences.*

What kind of books does CLiF need?

- We need brand-new books appropriate for children from birth up to age 12.
- We do not accept religious books or books based on TV programs.

Does CLiF accept used books?

We do not. We ask that donated books be new, without marks, tears, or writing of any kind. It is important that children feel they are getting something new, special, and personal. If you can tell that a book has been previously owned, we cannot use it.

Does CLiF prefer hardcover or softcover books?

We accept any new children's book, but hardcover picture books tend to be more durable, stand up to repeated reading, and are especially treasured by many of the children we serve.

Where can I send donated books?

Send books through the US postal service marked Media Mail (less expensive than regular first class postage) to:

Duncan McDougall, Executive Director
Children's Literacy Foundation
1536 Loomis Hill Road
Waterbury Center, VT 05677

Depending on your location, we may be able to arrange for a CLiF representative to pick up the books.

Thanks for your interest! Please visit our website at www.clifonline.org for more information.

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