



109 days
\$30,000
Countless children

**Join Mortar Board in giving children and families
a solid foundation for lifelong learning.**

MORTAR BOARD

VIRTUAL BOOK DRIVE CHALLENGE

July 30 - November 16, 2011

www.firstbook.org/mortarboard

Mortar Board Virtual Book Drive Challenge

The Mortar Board Virtual Book Drive is a fundraising challenge in which chapters compete to raise funds in order to bring new books to local programs serving children from low-income families. These funds will be available for use through the First Book Marketplace, where programs can choose from hundreds of high-quality titles at deeply discounted prices. Every \$2.50 raised is a brand new book for a child who needs it the most.



As part of the Reading is Leading National Project, **Mortar Board's goal for this challenge is \$30,000.** Your chapter can help to reach this goal!

Did you know?

- In low-income neighborhoods, the ratio of age-appropriate books per child is one for every 300 children?
- More than 80 percent of preschool and after-school programs serving children from low-income families have no age-appropriate books for their children?

Take the challenge!

1. Through November 16, 2011, raise funds for the purchase of books in your community using the Virtual Book Drive Web site at www.firstbook.org/mortarboard.
2. Identify a program serving children from low-income families to receive the funds you raised and notify First Book about applying store credits.
3. Help the program purchase books with their Marketplace credit.
4. Plan a Reading is Leading project or chapter event when the books arrive and include the children that will receive the books. Have fun!

What is First Book?

First Book provides new books to children in need, addressing one of the most important factors affecting literacy – access to books. An innovative leader in social enterprise, First Book has distributed more than 80 million free and low-cost books in thousands of communities.

What is the First Book Marketplace?

The First Book Marketplace (www.fbmarketplace.org) is an online store selling high-quality children's books and educational materials at deeply discounted prices to organizations serving children from low-income families.

Timeline

The fundraising portion of the challenge runs from July 30 through November 16, 2011. You are strongly encouraged to identify your Recipient Group early and register before the end of the fundraising portion of the drive. All programs must be identified and registered on or before December 14.

Prizes, Prizes, Prizes

Increase the number of books for your Recipient Group by earning prizes! The top three fundraising chapters will receive bonus Marketplace credits for their Recipient Group. Bonus credits will also be awarded to chapters that raise more than \$500. Monthly prizes will be awarded for July/August, September, October, and November from a random drawing of chapters that submitted donations during those months.

The fine print

All programs receiving books from the First Book Marketplace must predominately serve children from low-income families. The program must first register with First Book at www.firstbook.org/register. All purchases on the First Book Marketplace include shipping. The minimum order is \$100. Any funds remaining as a First Book Marketplace store credit after the initial order will remain as a credit for future orders. Ten percent of your funds raised will support First Book's mission at the national level.

Launching your chapter's Virtual Book Drive



Spreading the word

- Send a Mortar Board Virtual Book Drive e-card to friends and family and ask for an online donation to your chapter's efforts, available at www.firstbook.org/mortarboard.
- Get everyone involved! Make it a competition among different service organizations, campus sports teams or Greek life.
- Highlight the fact that it only takes \$2.50 to provide a brand-new, high-quality book to a child in need.
- Write www.firstbook.org/mortarboard on sidewalks and chalkboards.
- Use the available template language to send letters or emails to your contacts.
- Use Facebook, Twitter, Google+ or other networking sites to spread the word and ask your friends to contribute. Create a chapter-specific "cause" on Facebook.
- Contact the local or campus newspapers and ask them to highlight the challenge or cover a fundraising event that you may be having.
- Stress that all proceeds are going to benefit the children in your community. With your chosen Recipient Group's permission, include their name in publicity.

Fundraising ideas

- Ask a local business to sponsor your efforts. Consider a dollar matching proposal with a business or individual matching each dollar you earn.
- Create and sell bookmarks for \$2.50 at a public area, with every bookmark equaling a book.
- Host an ice-cream social with all proceeds going to the challenge.
- Ask the campus bookstore to allow you to include information about the challenge at the check-out. Inquire if they'd be willing to ask customers to add \$2.50 to their sale to provide a book to a child in need.
- Mobilize through school spirit! Encourage your campus to show their pride by making a donation at a campuswide event such as a football game or concert.
- Sell snacks or sodas on residence hall move-in day.
- Host a barbecue and ask everyone to bring a snack or dessert, as well as make a donation.
- Ask a local bakery, coffee shop or restaurant to sponsor your efforts with the donation of a percentage of sales on a certain day or a featured item. Drive traffic to that business.
- Be creative and have fun!

Communication Templates

The more people who know about the challenge, the better your chapter's chances of achieving fundraising success. Personalize the language below to help spread the word!

Template for friends and family

Dear [name],

Two dollars may not buy much these days, but now through November 16 every \$2.50 provides a brand-new book to a child in need in our community. The [Campus' name] chapter of Mortar Board is partnering with First Book, a national literacy nonprofit, to provide brand-new books for children at [list programs for which you are fundraising]. The Mortar Board chapter at [name of campus] is competing with other chapters throughout the nation to raise the most funds to purchase books for [programs you are fundraising for] through the First Book Marketplace. The winning chapters will be able to provide these programs with even more resources.

Please go to www.firstbook.org/mortarboard today and help us reach our goal of providing [number] of books to children in need.

All the Best,
[signed]

Template for local businesses

Dear [name of business owner/manager]:

Do you remember the magic of your first book? Mortar Board, the premier national honor society that recognizes college seniors for excellence in scholarship, leadership and service, wants to make sure every child in [name of community] has the chance to know that magic. Now through November 16, the Mortar Board chapter at [name of campus] is competing with other chapters throughout the nation to raise the most funds to purchase books for [programs you are fundraising for] through the First Book Marketplace as a part of Mortar Board's national project, "Reading is Leading."

The First Book Marketplace is an online store selling high-quality children's books and educational materials at deeply discounted prices to organizations serving children from low-income families. Thanks to the purchasing power of First Book, just \$2.50 can provide a child with a book of his or her own.

Please consider joining our efforts to reach the most children in our community. You can make a donation at www.firstbook.org/mortarboard or support us by [list other ways that the business can support you such as publicizing the challenge to their employees and customers, hosting a fundraising event, or donating an in-kind item].

Together we can help every child discover the joys of reading.

Sincerely,
[signed]

Frequently Asked Questions

What if my Mortar Board chapter wants to send in a donation via check instead of online?

First Book can process check or money order donations. Please send in donations to First Book, National Engagement (attn: Julianne), 1319 F Street, NW, Suite 1000, Washington DC 20004. To ensure proper credit of donations, please indicate your chapter name and location. Please do not send cash.

How much should my chapter raise?

When it comes to providing books to children, there is no limit to your fundraising success. Check out the First Book Marketplace www.fbmarketplace.org to get a sense of the available titles and consider the number of children you'd like to reach. The average cost of a book on the First Book Marketplace is \$2.50. Please note that all purchases on the First Book Marketplace include shipping and the minimum order is \$100.

What type of groups can I fundraise for?

First Book serves a wide variety of programs serving children from low-income families. These programs include, but are not limited to: after-school programs, Head Start, tutoring and mentoring programs, community centers, and housing and shelter programs. Please see a detailed list at the end of this packet.

What happens to the funds that our chapter raises after November 16?

Step 1: Identify a program (or programs) to receive the funds that you've raised as store credit on the First Book Marketplace and become your Recipient Group (or Recipient Groups).

Step 2: To receive the store credit, the Recipient Group must first complete two actions:

- A. Register with First Book at www.firstbook.org/register AND
- B. Create a Marketplace purchase account at www.fbmarketplace.org/servlet/Register

Step 3: *Send an email to jappelton@firstbook.org with:

- The Recipient Group's name
- The name and email address the Recipient Group used to create the purchase account
- Your chapter's name and contact information

**If your chapter has selected to support the same Recipient Group you supported in last year's Virtual Book Drive, please confirm the Recipient Group's contact information and email it to jappelton@firstbook.org.*

Step 4: The Recipient Group will be notified by email once the credit has been applied in their account.

Step 5: The Recipient Group will then be able to purchase books on the First Book Marketplace.

How can I see my chapter's progress?

The funds raised will be calculated on a weekly basis and you'll be able to track progress by watching the thermometer rise at www.firstbook.org/mortarboard.

How long will it take my Recipient Group to receive books once they have been ordered?

Orders are shipped weekly. So, if your Marketplace order is completed by 5 p.m. Eastern on Tuesday, the books will be shipped out with UPS Ground Shipping the following Tuesday. Depending on your geographic location, the shipment will be in transit for 1-6 days. Please visit the First Book Help Center (<http://help.firstbook.org>) for an estimate of the time it will take for the books to reach the shipping address.

Why can't our chapter choose the books to give to the children?

First Book believes that the educator closest to the child should select the books for their program. This enables the child to receive the most appropriate book for his or her age, reading level and interests.

I have additional questions that weren't addressed. Who should I contact?

Please feel free to contact Julianne Appleton at First Book (by email at jappleton@firstbook.org or by phone at 202-639-0143) if you have additional questions.



Need a way to get more books for your kids?

First Book is a national nonprofit organization providing high-quality, free and low-cost books to Title I Schools, afterschool programs, early childhood centers, health clinics, military support programs and other programs serving children from low-income families.

Since 1992, First Book has distributed over 80 million books to kids in need. And the best part is - we're still at it. Here's how you can get books for the kids you serve:

1

The First Book Marketplace is an online resource offering books and educational materials, from classics like *The Cat in the Hat* to today's favorites like *Diary of a Wimpy Kid*, for 50% to 90% off retail prices. That's an average of \$2.50 a book! Check it out: www.fbmarketplace.org

2

The First Book National Book Bank takes brand-new books donated directly from publishers and distributes them to programs serving at least 80% children from low-income families.

Register Today!

To get free and low-cost books for the kids and teens you serve, register your program at:

www.firstbook.org/register



Questions? Contact the First Book Help Team at help@firstbook.org or 866.READ.NOW.