

COMMUNITY BOOK DRIVE

Peers for Pages - Book Raiser

Thank you for participating in Madison Reading Project's Community Book Drive to bring more books to Dane County kids and educators! Please read the information below and reach out to our team with any questions. Important information for planning a successful book raiser!



What is a Book Raiser?

A Book Raiser is a way to support our Community Book Drive by helping us collect the specific books that we know kids and families want most. These books help us support holiday giving programs and stock our shelves for the new year! Book Raisers are also a great opportunity for children, youth, and families to join in a fun community-building activity.



Getting Started

Hosting a book raiser is a great way to get your community involved in the mission and impact of Madison Reading Project. To get started, please follow these steps:

1. Decide on the dates of your book raiser. **Please make sure your dates are within the Community Book Drive or for the duration of the drive from Nov 10 until Dec 10**
2. Set a goal! We recommend setting a goal to encourage participation. To make your goal, think about who you will ask to contribute and how likely their participation will be. Here are some fun ways to get people to participate:
 - a. Make a Book Wish Tree or Display using our printable materials
 - b. Create a book collection challenge with your friends, co-workers, or family
 - c. Hold a prize drawing for participants
 - d. Provide a small gift for participation (a bookmark is always nice!)
 - e. Hosting a holiday gathering? Ask your guest to bring a book
3. Figure out where you'd like to collect and store your books during the drive. We suggest a tote or a large box/bin in a high-traffic and visible area
4. Complete our Book Raiser Commitment form to provide our team with the necessary info to best support your work
5. Use our Book Raiser Kit and the templates below to let people know what you're doing and why. We also recommend letting your participants know about your progress and making sure to say thank you to those who participated, if possible.

Collecting Funds

You are welcome to collect financial contributions **in addition to or in lieu of collecting books** for Madison Reading Project. If you are interested in raising funds for Madison Reading Project for Community Book Drive, we will create a customized donation link that you can share with your contacts. Please email us for more information.

Promoting Your Book Raiser

There are many creative ways to increase participation. Use the email and social media template in the [Community Book Drive Tool Kit](#) to share the information with your community. Let people know how to participate, what your goal is, and any other important progress updates.

Tag us in your social media posts and we will promote it as well.

Facebook: @MadisonReadingProject
Instagram: @MadisonReadingProject
LinkedIn: @madison-reading-project

Email Template

Dear [insert name],

From [start date] to [end date] [group's/individual's name] will be hosting a book raiser on behalf of Madison Reading Project's [Community Book Drive](#) to help ignite a love of reading and give local kids that new book feeling this holiday season and beyond.

Participating it easy! Check out the 2025 Community Book Drive Book Raiser page to see what titles are being requested. Purchase that book wherever you'd like and return it to _____ by [end date].

With your help we hope to reach our goal of [group's/individual's goal]!

Social Media Templates

Facebook and LinkedIn - You can use photos and provide more details about your drive as well as link to our website

[Your group's name] will be collecting brand new books to support Madison Reading Project's Community Book Drive now until December 10th. Come select a Book Wish from the tree located [bin location]. Check out the [MRP website](#) for more information on how to get involved.

#MadisonReadingProject #BookDrive #ChildrensBooks #newbookfeeling

Instagram - Use photos of your books, donors, or the MRP logo, or one of our templates

Help us reach our goal of [group's goal] to support @madisonreadingproject Community Book Drive and help ignite a love for reading! Drop off NEW books for ages birth-teen at [collection location] now through December 6th.

#MadisonReadingProject #CommunityBookDrive #ChildrensBooks #newbookfeeling

Information About Madison Reading Project

Sometimes people have questions about why you're participating and what MRP does. Feel free to use the following information when talking to people about our work.

What we do

Madison Reading Project connects our community with free books and literacy enrichment programs that ignite a love of reading. Annually, we give over 120,000 books to kids, families, and educators through our core free book programs and services, including:

- My First Pages - Early literacy services focusing on ages birth to 5
- Book Mark'd - School age literacy services focusing on grades 4K-12th
- Books for Educators - helping teachers build diverse classroom libraries
- Community Access - A variety of services to support our partners' specific needs
- Family Literacy - supporting the important role families play in kids' learning to read

We partner with over 200 local organizations and schools, prioritizing partners and events that support families experiencing low income or from historically marginalized groups. We are the proud owners of **TWO free book buses** that help us bring our services directly to the community.

The majority of books that we give to kids and educators are brand new, and we strive to purchase materials that reflect the diverse interests and identities of the young readers we serve.

The need

- Approximately 1.5 million people in Wisconsin qualify for literacy services.
- Studies show that being read to as a child and having books in the home are the two most important indicators of future academic success.
- 2/3 of children from low-income households do not have any books at home.

