

# COMMUNITY BOOK DRIVE

## Peers for Pages - Fundraiser

Community Book Drive participants can raise funds online and use the power of texting, emails, and the internet to collect donations and rally team members. It's easy to sign up and it feels good to do good with your friends, family, and community!

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### Follow the steps below to get started.

1. Sign Up: Visit <https://secure.qgiv.com/event/cbd2/>. Click on “Sign Up to Fundraise,” set yourself up with a team or fundraise on your own.
2. Set Up: Add some details to your personal fundraising page and describe why you are participating in the Community Book Drive
  - Pick your goal amount - this should be something that feels achievable and meaningful to you!
  - Make it personal - you could add a photo of yourself reading, a picture of your favorite books, and be sure to share a message about what literacy and books mean to you and your family.
  - Consider making a donation of your own to get things started - it's motivating for people to see that you've already made a personal commitment to your fundraiser.
3. Send: Now you're ready to send out e-mails (we have templates on page 3!) to your family and friends inviting them to join you for the Community Book Drive!

### Online Fundraising Ideas and Tips

#### Online Fundraising

Online Fundraising is just what it sounds like – the ability to raise funds online by sharing your Community Book Drive site using your social media or email.

- Sending Email - Between November 10 and December 10, we recommend sending 1-2 emails to your contact lists. (ex: friends, family, neighbors, coworkers, or teammates)
  - Sending emails in small batches of up to 10 people at a time helps get your message into people's inboxes!
- Posting on Social Media (Facebook, Instagram, or LinkedIn) - Wherever you keep up with your people and they keep up with you, plan on making 1-2 posts each week to share your campaign, update followers on your progress, and encourage your community to support your efforts and donate!
  - Including photos, videos, and personal anecdotes helps engage more people with your fundraising efforts and hear your message!

## Team fundraising

Team fundraising through your work, school, or other organization can be a great way to bring people together over a common goal while raising funds for Madison Reading Project and the Community Book Drive.

- Bake sale: Hold a morning bake sale with breakfast items or offer yummy treats during lunch! You could include a recipe card in exchange for an additional donation so people can make their own treats at home over the holiday season!
- Fundraising lunch: Gather all the cooks you know to make a potluck lunch and invite everyone to pitch in \$10-\$20 with the proceeds benefiting your team.
  - Ideas: A chili cook off, cake or cupcake baking/decorating competition,
  - Host a tasting party to sample cheese, chocolates, wine, pies...
- Craft sale: Organize a handmade craft sale and have your friends, classmates, or neighbors bring items to sell. (This one is great for kids!)
  - Kids can create stickers, ornaments, decorate cards, make jewelry, or dog treats to sell!
  - Items could be book/literary-themed, or customized.
- Fundraising parties: Schedule a fundraising party to benefit Madison Reading Project. You can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or space. Tell people that their admission ticket is a check made out to the Madison Reading Project!

## Individual Asks

Making a personal ask may sound daunting, but breaking your ask down into specific, small amounts can help you prepare for success and make sure you're able to reach your goal!

How to easily raise \$300 (or more):

- Raise \$50– ask two family members for \$25.
- Raise \$25– ask a local business for a donation of \$25.
- Raise \$50– ask five people you know from school or a sports team for \$10
- Raise \$200– ask five co-workers to chip in \$20 each and ask your boss for \$100.

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## Example Email Templates

You are welcome to take these templates and make them your own - the most important things to include are the link to your fundraising page and your reason for fundraising!



**Subject Line:** Help me raise money for Community Book Drive!

Dear {Name},

I'm emailing to let you know that I'm raising money for Madison Reading Project during their Community Book Drive to help ignite a love of reading and give local kids that new book feeling this holiday season and beyond.

It would mean so much to me if you could support my campaign with a donation.

Please Click Here {LINK TO YOUR FUNDRAISING PAGE} to give.

It'll take about ten seconds, and any donation, large or small, is so appreciated.

Here are some quick facts about why this work is important to me ...{SOME INFO ABOUT WHY YOU CHOSE TO FUNDRAISE. WHY DO YOU BELIEVE THAT READING IS IMPORTANT?}

Again, to support my campaign, please Go Here {LINK TO YOUR FUNDRAISING PAGE} and click on the Donate button.

Thanks so much for your support!  
{YOUR NAME}

**Subject Line:** Spreading the word about my Community Book Drive fundraiser

Dear {NAME},

I wanted to reach out and ask for some quick help. I'm fundraising for Madison Reading Project. Their mission is to connect the community with free book access and literacy resources that that ignite a love for reading and affirm and reflect the diversity of young readers.

Spreading the word about Madison Reading Project and my fundraiser is the single best way to help gain awareness and much needed financial support for a mission I really believe in.

So, I'm emailing you and everyone I know to ask them to share my fundraising page {INSERT LINK TO YOUR FUNDRAISING PAGE} with friends and family.

A social media share on Facebook or Twitter, or an email to your closest friends, would be great and help me so much.

If you're willing to share, can you please share this link: {LINK TO YOUR FUNDRAISING PAGE} and ask people in your circle to consider joining me in support of spreading book joy for local children, families, and educators?

Thank you for your support!  
{NAME}



## Social Media Templates

### **LAUNCH** your campaign with this message:

I'm helping to support Madison Reading Project's Community Book Drive by raising \$200! Please join me by donating here {LINK TO YOU FUNDRAISING PAGE}. Every \$5 can purchase a brand new book that sparks book joy and inspires a young reader.

#CommunityBookDrive @MadisonReadingProject #NewBookFeeling

### **UPDATE** your supporters with this message:

I'm close to reaching my goal of raising \$200 to help @MadisonReadingProject and share the #NewBookFeeling with children and families in my community. Will you consider a gift to help me reach my goal? {LINK TO FUNDRAISING PAGE}

### **THANK** a donor with this message:

Thank you {@nameofdonor} for donating to support me and spread book joy! Together, we're making a difference for children's book access and literacy.

#CommunityBookDrive @MadisonReadingProject #NewBookFeeling

### **ASK** for more support with this message:

My fundraiser is ending soon– can you help me finish strong and reach my goal? Just \$20 can purchase new books in a language other than English for children and their families to connect while reading together. Please donate to: {LINK TO FUNDRAISING PAGE}.

#CommunityBookDrive @MadisonReadingProject #NewBookFeeling

### **CELEBRATE** your successful campaign with this message:

We did it! With your support, I raised {\$TOTAL} the Community Book Drive. Thank you to everyone who donated and helped bring the #NewBookFeeling to young readers, empower their families, and support educators through the end of the year and into 2026!

#CommunityBookDrive @MadisonReadingProject #NewBookFeeling

For additional information regarding fundraising, please contact Madison Reading Project's Development Director, Emily Wills at [emily@madisonreadingproject.com](mailto:emily@madisonreadingproject.com).

