



# COORDINATING A RIDE FOR READING BOOK DRIVE

[www.rideforreading.org](http://www.rideforreading.org)

**Step 1: Let Ride for Reading know you plan to host a book drive**

Contact our National office at [info@rideforreading.org](mailto:info@rideforreading.org). We can provide more information about how to make your book donation in your city.

**Step 2: Determine dates and a goal for the book drive.**

Set a start/end date. Most groups conduct efforts for 2-4 weeks long. It is also helpful to set a goal for the number of books to be collected, as this inspires many donors and helps you gauge success.

**Step 3: Promote the book drive to your network & in your community.**

Successful efforts usually include multiple messages through email, website/blog posts, social media posts, fliers, personal contacts, etc.

**Step 4: Set up “donation bins” at selected drop-off locations and collect books.**

Bins should be placed where they are most visible and should be strong enough to hold large numbers of books. In some areas, Ride for Reading can loan these to you. Remember to put a Ride for Reading drop-off sign on the bins.

**Step 5: Make and celebrate your donation.**

As you near the conclusion of the book drive, arrange for your donations to be delivered. Don't forget to celebrate and promote your success by sharing results with local media, employees, customers, and anyone else involved.