

Promotional Materials & Tips for Success



Posters

We will send your school 3 printed posters to promote your book-drive. Place them in highly visible areas of your school so everyone knows the donation deadline.



WILLIAM DUNBAR PUBLIC SCHOOL, PICKERING, ON.

Materials for Announcements

Feel free to visit our website for information to draft your own announcements and combine ideas to encourage maximum participation. If your school is conducting a Toonie drive to help cover the \$150.00 donation, please include this message in your daily announcements.

SAMPLE ANNOUNCEMENT: INTRODUCTION:

“Many schools in the Caribbean face the enormous challenge of learning without adequate resources. Even though children make their way to a local classroom, they may experience a school day without access to textbooks and other reading material. In a number of cases, classrooms may only have one textbook available for use by the teacher alone! Imagine how difficult your school day would be if you were in that situation?”

“(Your school club name) is conducting a 2-week book drive starting (date) for the OneWorld Schoolhouse Foundation. This is a charity that collects books and sends them to needy schools in the Caribbean.

“We’ll be collecting books in (a suitable location in the building, such as the front hall, cafeteria, etc.) each day (before the bell in the morning, at lunch break). Please help us make a difference. We want kids in the Caribbean to know (name of your school) cares about literacy and their learning environment.”

SAMPLE ANNOUNCEMENT: SUBSEQUENT

“The period from 2003–2013 was proclaimed the United Nations Literacy Decade. UNESCO adopted a simple but powerful slogan for the Decade: “Literacy as Freedom.” Unfortunately, even years later, literacy rates continue to drop in the Caribbean. Literacy is at the heart of basic education for all and is essential for eradicating poverty. A critical principle of promoting literacy is having adequate resources to support the development of reading and writing.

(Your school club name) is conducting a 2-week book drive from now until (last date of 2 week campaign). Our collected books will go to OneWorld Schoolhouse Foundation to make a meaningful difference in promoting literacy rates in our shared world, in our shared school-house, one school at a time.

Please bring in your gently used books from home and add them to our book drive collection in (a suitable location in the building, such as the front hall, cafeteria, etc.) each day (before the bell in the morning, at lunch break). You’ll feel great about making a difference!”

Tips to maximize participation

- Be sure to mention the book drive in your school and class newsletters and post reminders on social media sites.
- Challenge grades to bring in the most books and reward classes with pizza.
- Challenge divisions in your school and ask if a volunteer teacher will do something funny in return (i.e. Kiss n’ Ride Duty in costume) for the division that has the highest donation level.
- Get creative and offer incentives to motivate your student body and teaching staff. We’ve seen teachers offer to have a ‘pie in the face’ for the class with the highest donation level.

REMEMBER: The most successful school book drives involve all teachers actively encouraging their kids to bring in donations on a daily basis.