



PENFIELD
CHILDREN'S CENTER

Book Drive Tool Kit

Thank you for choosing to host a Book Drive for the Children of Penfield Children's Center! We're thrilled to have your supporting providing books for children to enjoy. Penfield Children's Center is dedicated to helping children reach their full potential during their most critical developmental years. By contributing books, you are not only providing these young learners with valuable resources but also fostering a lifelong love of reading. Together, we can make a lasting impact on their lives.

About Penfield Children's Center

For over 55 years Penfield Children's Center has been a leader in child development, providing educational opportunities, behavioral health and therapy services, special care nursing services and an extensive network of community partners to support all aspects of early childhood needs.

We provide a positive start for all children by offering early education, health and wellness services and family programming in a safe, stimulating environment.

Mission

Ensuring children have positive early experiences from pregnancy through age 5 when the foundations for lifelong development are established.

In this document you will find resources to make your book drive successful. If you have any questions please don't hesitate to reach out to your Penfield connection for support.

Support materials include:

- 1 - Timeline for organizing your book drive**
- 2 - Social media example posts**
- 3 - Editable flyer**

Timeline for Organizing a Book Drive

Step 1: Choose Your Date

Select a date for your book drive. This will help you plan and communicate effectively with participants.

Step 2: Customize Your Materials

Update the flyer template provided in the Book Kit with your organization's name, the date of your book drive, and any other relevant details.

Step 3: Set Up Donation Locations

Determine where you'll collect the donated books. Make sure the location is easily accessible for participants.

Step 4: Promote Your Book Drive

Share the event with your network, including employees, friends, family, and on social media. Use the example Facebook post and graphic from the Book Kit, or create your own. Be sure to tag us on social media:

Facebook: @PenfieldChildrensCenter

Instagram: @PenfieldChildrensCenter

LinkedIn: @PenfieldChildrensCenter

Step 5: Collect Donations

Start gathering donated books. To engage participants, consider making it a friendly competition between departments or set a goal with a reward, like a pizza party, if it's achieved.

Supporters can purchase through Penfield's Amazon wish list and books are shipped directly to Penfield. Link: https://www.amazon.com/hz/wishlist/ls/2IZYIFM9N0I2K/ref=hz_ls_biz_ex

Step 6: Drop Off Donations


Bring the collected books to Penfield Children's Center. Coordinate with Cindy from Marketing (marketing@penfieldchildren.org) to arrange a drop-off time and capture a group photo with your team.

Social Media Post Example:

 Help Us Collect Books for Kids! 

We're hosting a book drive to gather new and gently used books for children ages 0-5. Your donation can spark a lifelong love of reading and support early childhood development. Every book helps a child imagine, learn, and grow!

 When: [Insert Start Date] - [Insert End Date]

 Where: [Insert Drop-off Locations]

Purchase online, shipped directly to Penfiled:

https://www.amazon.com/hz/wishlist/ls/2IZYIFM9N0I2K/ref=hz_ls_biz_ex

Join us in making a difference! Let's ensure that every child in our community has the opportunity to explore the world through the pages of a book.

For more details, contact us at [Insert Contact Information].



We're hosting a new and gently used

BOOK DRIVE

for Penfield Children's Center!



PENFIELD
CHILDREN'S CENTER

Donate: Board books & picture books for babies & kids.

When:

Where:



Scan the QR code to view & purchase books from Penfield's Amazon book wish list.

