

# United Way

## LITERACY KIT DRIVE



## Host your own Barnes & Noble Book Fair

Barnes & Noble can host a book fair in local stores and online as a fundraising opportunity for United Way's literacy kit drive. A percentage of net proceeds from the book fair sales will be donated to United Way in the form of a Barnes & Noble gift card, which will be used to purchase books to go into United Way Literacy Kits.

1. **Plan.** Book fair dates are typically reserved at least eight weeks in advance. Contact [your local store](#) to start planning.
2. **Promote.** A Barnes & Noble representative will provide a unique book fair ID number that will identify purchases made both in store and online in support of United Way.
3. **Experience.** On the day of the book fair, supporters can attend planned events and shop in support of United Way—by either donating purchased books from a list and/or simply using the book fair ID number at check-out. Supporters can shop day-of and for 5 days after the in-store event to provide proceeds to the United Way literacy kit drive.
4. **Donate.** Donate a gift card to United Way and we will purchase more books for United Way literacy kits!

For questions or help planning your book fair, please contact:

**Aimee Selleck**, Volunteer Coordinator, at  
[sellecka@yourunitedway.org](mailto:sellecka@yourunitedway.org) or (804)771-5833



United Way of Greater  
Richmond & Petersburg