



United Way of Greater  
Richmond & Petersburg

*United Way Literacy Drive*

## Host Your Own Literacy Kit Drive



1. Set a goal and make a plan. You set your own drop-off details and deadline. You could focus on collecting books, school supplies or completed kits—it's up to you! A goal will help rally your supporters.
2. Let us know about your drive by emailing [volunteer@yourunitedway.org](mailto:volunteer@yourunitedway.org). This will help us make sure we are going to reach our target of 1,500 kits and we can drop off United Way collections boxes for you.
3. Use United Way's [sample email](#), [customizable flyer](#) and suggested [social media posts](#). Customize to your audience and be specific on why you are collecting these materials.
4. Use online tools like [Amazon Wishlist](#) or [SignUp Genius](#).
5. Consider partnering with Barnes & Noble through a [book fair](#). It's an easy way to direct your supporters to preferred books and a percentage of the sale will go to United Way.
6. Spread the word. Start with your own personal or professional networks. Empower other advocates to help spread the word.
7. After you have finished your drive, bring everything to United Way. The donation deadline is March 22, 2019.

### Drop-off address:

2001 Maywill Street,  
Suite 201  
Richmond, VA 23230

### Drop-off hours:

Monday-Friday  
8:30 a.m.–5:00 p.m.