

# UNITED WAY LITERACY KITS HOSTING A DRIVE

The background of the page features a photograph of various school supplies including notebooks, folders, and a box of Fiskars scissors. A light blue notebook with the phrase "Make it Happen" written in gold cursive is prominently displayed in the center.

United Way volunteers from around the region who host Literacy Kit Drives are instrumental in ensuring thousands of young learners receive kits each year. We invite you to support this initiative by tapping into your personal and/or professional networks for donations.

## STEPS FOR HOSTING A SUCCESSFUL DRIVE

- 1. Set a goal and make a plan.** You set your own drop-off details and deadline. A goal of how many Literacy Kits you'd like to raise and assemble will help rally your supporters.
- 2. Communicate with United Way.** Let us know about your drive by emailing [volunteer@yourunitedway.org](mailto:volunteer@yourunitedway.org). This will help us ensure we reach our committed number of kits.
- 3. Promote your drive.** Use our [social media posts](#), [customizable flyer](#) and [email template](#) to spread the word about your drive. Customize these to your audience and be specific about why you are collecting these materials.
- 4. Stay organized.** Use online tools like our [Amazon Wish List](#) or SignUpGenius to keep your drive organized.
- 5. Find a partner.** Consider partnering with Barnes & Noble on a [book fair](#). It's an easy way to direct your supporters, online and in-person, 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 share information about the drive and the importance of school readiness and literacy with others.
- 7. Deliver supplies.** After your drive is complete, contact [volunteer@yourunitedway.org](mailto:volunteer@yourunitedway.org) to set up a time to drop off your donation. Donations are due to United Way by **March 31, 2021**.