

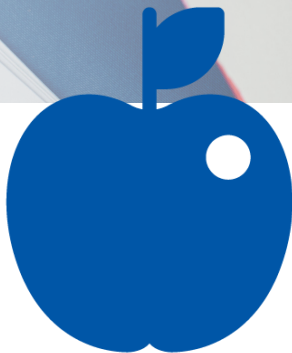
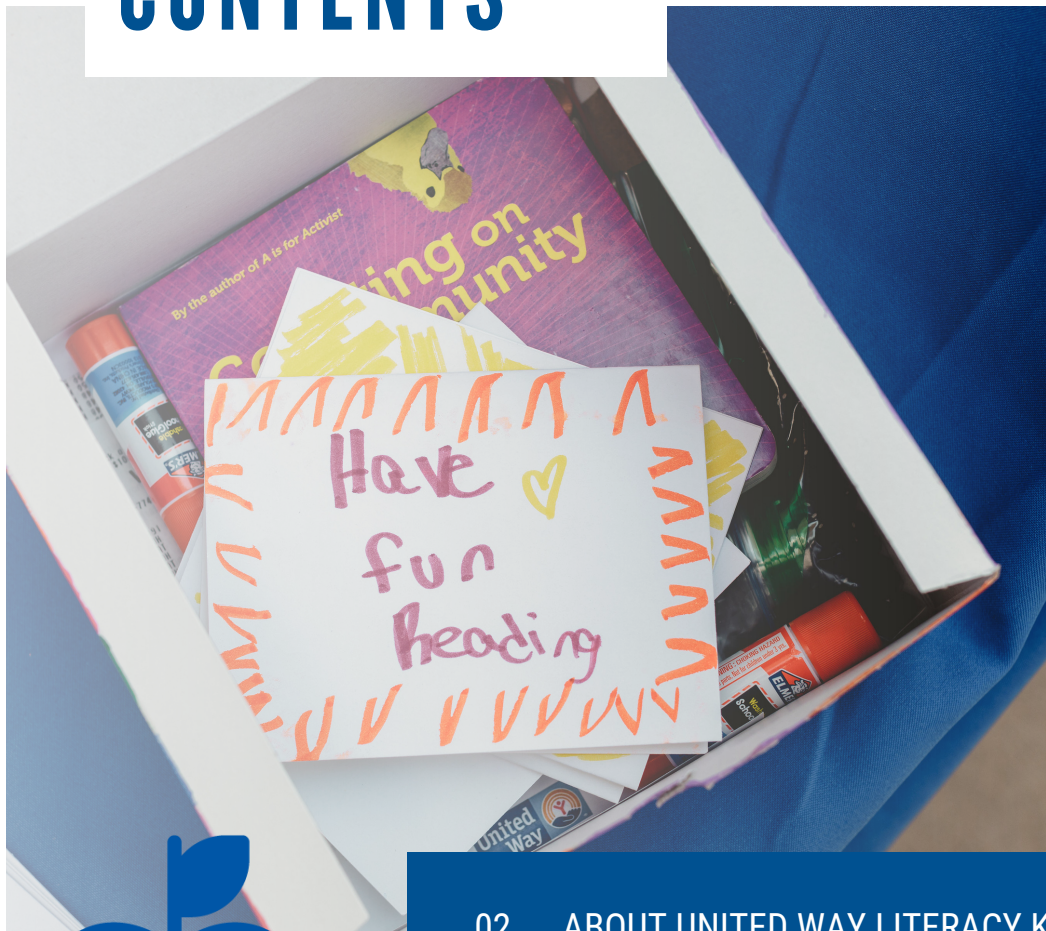
UNITED WAY LITERACY KITS VOLUNTEER TOOLKIT

2021-2022



United Way of Greater
Richmond & Petersburg

TABLE OF CONTENTS



02	ABOUT UNITED WAY LITERACY KITS
03	TIMELINE
04	SUPPLY LIST
05	SUGGESTED BOOKS TO DONATE
06	HOSTING A LITERACY KIT DRIVE
07	PROMOTING YOUR DRIVE
09	ORGANIZING AN ASSEMBLY PROJECT
11	DECORATING LITERACY KITS
12	BECOMING A LITERACY KIT LEADER

UNITED WAY LITERACY KITS OVERVIEW

Early learning resources are critical to ensuring children in the Greater Richmond and Petersburg region are ready for kindergarten and reading at grade-level by third grade.

ABOUT UNITED WAY LITERACY KITS

What's included in a United Way Literacy Kit?

A new, age-appropriate book, school supplies and information to empower families around school readiness and literacy.

How many kits will United Way distribute?

United Way of Greater Richmond & Petersburg hopes to distribute more than 2,000 Literacy Kits to rising kindergartners and their families on Kindergarten Registration Day and throughout the year to early elementary students.

What is the deadline for turning in Literacy Kits?

The deadline for this year's Literacy Kit Drive is **March 1, 2022**. Contact volunteer@yourunitedway.org to schedule a donation drop-off.

HOW TO GET INVOLVED

- **Host a Literacy Kit Drive.** Bring together friends, neighbors or colleagues to raise supplies and books and assemble them into Literacy Kits.
- **Become a Literacy Kit Leader.** Any group donating \$1,000 or 100 completed kits will be recognized as a [Literacy Kit Leader](#) on our website, in our volunteer newsletter, on social media and in the Literacy Kits.
- **Donate completed kits.** Contributing United Way Literacy Kits is fun, easy and can be done from home. Use our [supply list](#) to collect and assemble the necessary supplies.
- **Volunteer with us.** United Way Literacy Kits are a year-round effort. We are always recruiting volunteers to help with upcoming phases. Email volunteer@yourunitedway.org to learn more.

2021-22 TIMELINE

AUGUST

Literacy Kit Kick-Off

United Way begins another year of raising and distributing kits for young learners throughout our region.

AUGUST

Literacy Kit Drive Meet-Up

Volunteers join United Way to learn more about raising supplies for Literacy Kits.

MARCH

Donation Deadline

Completed Literacy Kits must be dropped off to United Way by **March 1, 2022**.

APRIL

Literacy Kit Delivery

Volunteers deliver Literacy Kits to schools around the region around Kindergarten Registration Day.

Literacy Kit Drives

Volunteers collect books and school supplies for their own drives, which are then assembled into Literacy Kits.

Literacy Kit Assembly

United Way coordinates and facilitates groups of volunteers on-site and off-site to assemble more than 2,000 Literacy Kits.

School Year Distributions

Early elementary students at schools throughout the region receive kits at various times throughout the year.

ONGOING

ONGOING

ONGOING

SUPPLY LIST

Every United Way Literacy Kit includes information to empower families and supplies to empower students to succeed in school. Take a look at our [Amazon Wish List](#) to purchase these as part of a drive or an at-home project. Each kit should contain the supplies below.



ONE GLUE STICK

ONE BOX OF CRAYONS

FIVE SHEETS OF CONSTRUCTION PAPER

ONE PAIR OF BLUNT-NOSE SCISSORS

ONE MANUAL PENCIL SHARPENER

ONE TUB OF PLAY-DOH

ONE NEW AND KINDERGARTEN AGE-APPROPRIATE BOOK

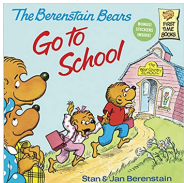
ONE WIDE-RULED COMPOSITION NOTEBOOK

TWO NON-MECHANICAL PENCILS

SUGGESTED BOOKS TO DONATE

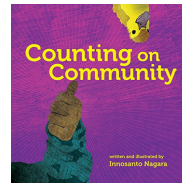


Interested in donating books that don't appear on this list? Make sure your books are age-appropriate, unused, inclusive and of substantial length and content for young learners.



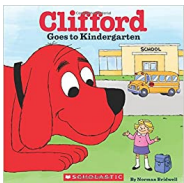
THE BERENSTAIN BEARS GO TO SCHOOL

by Stan & Jan Berenstain



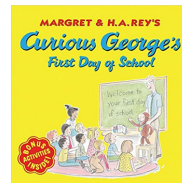
COUNTING ON COMMUNITY

by Innosanto Nagara



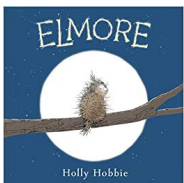
CLIFFORD GOES TO KINDERGARTEN

by Norman Bridwell



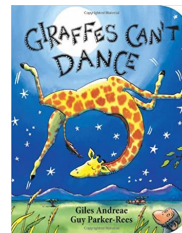
CURIOUS GEORGE'S FIRST DAY OF SCHOOL

by H.A. Rey, illustrated by
Anna Grossnickle



ELMORE

by Holly Hobbie



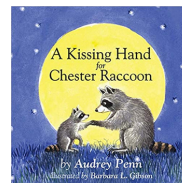
GIRAFFES CAN'T DANCE

by Giles Andreae, illustrated by
Guy Parker-Rees



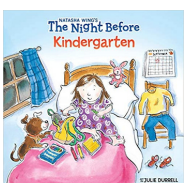
KINDERGARTEN, HERE I COME!

by D.J. Steinberg, illustrated by
Mark Chambers



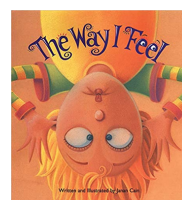
A KISSING HAND FOR CHESTER RACCOON

by Audrey Penn, illustrated by
Barbara L. Gibson



THE NIGHT BEFORE KINDERGARTEN

by Natasha Wing, illustrated by
Julie Durrell



THE WAY I FEEL

by Janan Cain

HOSTING A DRIVE



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. 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 to set up a time to drop off your donation. Donations are due to United Way by **March 1, 2022**.

PROMOTING YOUR DRIVE

We've created these communications templates to help you promote your United Way Literacy Kit Drive. Whether you are planning to request donations through your personal or professional networks, these templates are available for you to use, including a customizable flyer on page 8 of this toolkit.

SAMPLE SOCIAL MEDIA POSTS



Kindergarten readiness is a critical step on the path to success for everyone. To help more children get ready for kindergarten, I am hosting a Literacy Kit Drive for @UnitedWayGRP. Support my drive with a donation of books or supplies today! Yourunitedway.org/literacykits



We are partnering with @UnitedWayGRP to help prepare rising kindergarten students for school. Join us by donating supplies or books and sharing this post to help spread the word!
yourunitedway.org/literacykits



United Way Literacy Kits empower families with information and empower children with the tools needed for a successful start to kindergarten. I am collecting supplies and books for this initiative in partnership with @UnitedWayGRP. Join me with a donation!
yourunitedway.org/literacykits

SAMPLE EMAIL TO SUPPORTERS

Dear [NAME],

I am excited to announce that we will be participating in a Literacy Kit Drive in partnership with **United Way of Greater Richmond & Petersburg**. We are collecting books and school supplies for United Way Literacy Kits which are distributed to thousands of young learners in our region each year. Each kit will include information to empower families and supplies to empower children to be ready for school and read on grade-level by third grade.

We are asking for donations of the following supplies:

- Glue sticks
- Crayons
- Construction Paper
- Blunt-nose scissors
- Manual pencil sharpeners
- Play-Doh
- New and kindergarten age-appropriate books
- Wide-ruled composition notebooks
- Non-mechanical pencils

[Insert instructions specific to your group's assembly layout. Be as specific as possible.] I will coordinate bringing the completed kits to United Way.

I hope you will join me in this effort to help children succeed in school. Please let me know if you have any questions.

[SIGNATURE]



SUPPORT YOUNG LEARNERS IN OUR COMMUNITY



United Way of Greater
Richmond & Petersburg

EARLY LEARNING RESOURCES ARE CRITICAL
IN ENSURING CHILDREN ARE READY FOR
KINDERGARTEN AND READING AT
GRADE-LEVEL BY THIRD GRADE.

You can help young learners meet these critical steps to success with your support of **United Way Literacy Kits**. With your support, thousands of kits will be distributed to young learners in our region, each of which will contain information to empower families and supplies to empower children to be prepared for school.

REQUESTED DONATIONS

- GLUE STICKS
- CRAYONS
- CONSTRUCTION PAPER
- BLUNT-NOSE SCISSORS
- MANUAL PENCIL SHARPENERS
- PLAY-DOH
- NEW AND KINDERGARTEN AGE-APPROPRIATE BOOKS
- WIDE-RULED COMPOSITION NOTEBOOKS
- NON-MECHANICAL PENCILS

HOW TO GET INVOLVED

CONTACT

ORGANIZING AN ASSEMBLY PROJECT

If you are hosting a United Way Literacy Kit Drive, you can also coordinate a volunteer opportunity to put kits together. You can assemble books and school supplies into Ziploc bags or decorated boxes with a group or at home with family.



Update:

Typically, groups will assemble the kits together and in-person. We can help you brainstorm how to do this safely at home, in a group or a mix of both. Many of these instructions may not apply to your exact situation, but please adapt them to fit your considerations.

PLANNING

1. Reach out to United Way at volunteer@yourunitedway.org. Let us know how many kits you plan to raise so we can plan for distribution. We are here to assist you!
2. Ensure you have all the needed supplies for your project by holding a drive or purchasing items.
3. Plan a date, time and space to hold your assembly project. The last day to drop off kits to United Way is **March 1, 2022**.
4. Buy gallon Ziploc bags and/or boxes to decorate for each kit and refreshments for volunteers.
5. Send a reminder to your group the day before to represent your group or wear a United Way t-shirt.

SETTING UP

1. Set up a table for sign-in sheets, refreshments and information about United Way.
2. Set up a long table or set of tables with all sorted supplies. Put gallon Ziploc bags and/or decorated boxes at one end. Make sure the supplies are accessible from both sides of the table(s) to allow for two assembly lines. If supplies are unsorted, designate a separate area for sorting the items into separate boxes.
3. Set out a box for unusable items. People may drop off supplies that were not requested for the kits. You can still donate these items to United Way, but please do not include them in the kits.
4. Use our [templates](#) to label all boxes and tables at your drive.

DURING THE VOLUNTEER OPPORTUNITY

1. Welcome and share the impact.

- Thank you for sharing your time to improve lives in our community. United Way empowers individuals and addresses systemic problems to provide everyone with a clear path to success.
- Being prepared for kindergarten and reading on grade-level by third grade are key *Steps to Success* for everyone in our community.
- Today, we will be assembling Literacy Kits, which will be distributed to students in the 11 cities and counties United Way serves. Each kit will include a book and school supplies for young learners and information for parents and families - all to empower community members around school readiness and literacy.



2. Provide instructions.

- (If applicable) First, we will sort the supplies. We have all the unsorted supplies in this area. You will see boxes labeled with each item for the kits. Sort through the supplies and put them in the appropriate box. If there are supplies that are not appropriate for the Kits, such as used books, you can put them in the box labeled "Unusable Supplies".
- Once that is complete, we will assemble the kits.
 - Take a Ziploc bag or box and go down the full line, putting supplies in your bag as you go.
 - Each kit gets one glue stick, one box of crayons, five sheets of construction paper, one pair of blunt-nose scissors, one pencil sharpener, one tub of Play-Doh, one notebook, two pencils and one book.
 - There are signs on the boxes/tables to help.
 - You can put the completed kits in a particular box or bin at the end of the line. (Having someone count as you go is helpful in knowing how many you all did.)
 - Once we're done, we will clean up and move the boxes together so they are ready to be delivered to United Way.

3. Ask if there are any questions.

4. Take pictures and guide volunteers who may need assistance.

AFTERWARDS

Contact United Way at volunteer@yourunitedway.org to set up a time to drop off donations and share pictures from the event. Literacy Kit donations are due to United Way by **March 1, 2022**.

DECORATING LITERACY KITS

Once you've collected the necessary supplies for your United Way Literacy Kit, you can assemble them in gallon Ziploc bags or in decorated boxes. Decorated Literacy Kits are exciting for students to receive and fun for you to create!

INSTRUCTIONS FOR DECORATING YOUR LITERACY KITS

1. Obtain one box for each kit you plan to create.

We recommend [this option](#).

2. Gather decorating supplies. We recommend paint, brushes, markers, construction paper, scissors, stickers, tape and glue to start.

3. Assemble the flattened boxes. Doing this before you start will make it easier to decorate.

4. Decorate all four sides and the top. Make sure your word choices are age-appropriate for a young reader, avoid political and religious messaging and make the boxes colorful, motivational and exciting!

5. Once your box dries, fill each Literacy Kit with the following items:

- Five sheets of construction paper (fold once, if needed)
 - *Putting the construction paper and book at the bottom will ensure the rest of the items are visible when the box is opened.
- One wide-ruled composition notebook
- One new and kindergarten age-appropriate book
- One glue stick
- One box of crayons
- One pair of blunt-nose scissors
- One manual pencil sharpener
- One tub of Play-Doh
- Two pencils

6. Gather your finished kits into one area.

7. Contact United Way (or your group's Literacy Kit Drive coordinator) to ensure kits are donated to United Way by March 1, 2022.

BECOMING A LITERACY KIT LEADER

We need the support of volunteer groups to distribute thousands of Kits to young learners in our region. Any group donating 100 completed Kits or \$1,000 will be recognized as a United Way Literacy Kit Leader.

RECOGNITION

As a United Way Literacy Kit Leader, you will receive:

- Your group name and organization logo included on printed materials inside United Way Literacy Kits
- Your group name and organization logo featured on our [website](#)
- A shout out in our Volunteer Newsletter which reaches more than 20,000 community members
- A shout out on United Way's Facebook, Twitter, Instagram and LinkedIn pages

2021-22 PROCESS

If your group's donations are received between April 2021 and March 2022, your name/logo recognition will be in Kits distributed April 2022 through March 2023. If your group plans to reach Literacy Leader recognition level before this year's donation deadline, please let United Way know in advance to ensure inclusion of your logo in Literacy Kit materials. To see our current timeline, visit yourunitedway.org/literacykits.

Contact us at volunteer@yourunitedway.org to get started.

A SPECIAL THANKS TO OUR 2020-21 LITERACY KIT LEADERS

