



Hold a Virtual Book Drive for Reach Out and Read-Alabama

At Reach Out and Read-Alabama, we believe all children should grow up learning a love of reading on the laps of people who love them. That's why our pediatric healthcare providers work with parents every day to demonstrate the value of reading aloud together. They share so many books each year-- **over 100,000** -- and that's why we need **YOU!** When your business or organization holds a Reach Out and Read-Alabama's Virtual Book Drive, you provide over 300 trained medical practitioners across the state with the tools they need to promote reading aloud every day.

Set your dates.

- Typically, a drive lasts between 2-4 weeks.
- Timing your drive to correspond to a national or local literacy event helps create excitement.

Work with Reach Out and Read-Alabama to create your online book drive.

- Provide your logo, photos and videos for the dedicated site for your business' or organization's book drive.
- Choose up to 5 books or 5 book collections and/or donation amounts for your drive.
- Provide any other information you would like to include on the site such as why your business or organization is hosting this book drive.

Promote your drive.

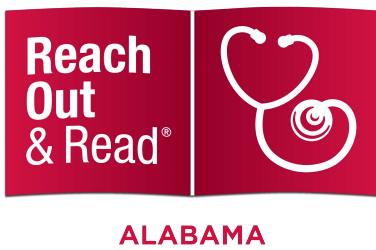
Utilize the communications materials provided by Reach Out and Read-Alabama to promote your drive.

- Send emails with the link to your virtual book drive. Encourage your employees/coworkers/members to email to their friends and family.
- Post flyers/posters in your business promoting the drive.
- Post information to your social media channels.

Celebrate your success.

At the close of your drive, share the outcome of your drive with your employees/coworkers/members.

[Click here to register for your virtual book drive today!](#)



Reach Out and Read–Alabama Virtual Book Drive for Businesses and Organizations **Frequently Asked Questions**

How does Reach Out and Read–Alabama's Virtual Book Drive for businesses and organizations work?

Our book drive works similar to a regular book drive, except it is done completely online!

- You select the date
- We create your online book drive complete with a dedicated link to your drive
- You choose up to 5 books or book collections and/or donation amounts for your book drive.
- You advertise your book drive (we offer several marketing materials for your use)
- Your employees/coworkers/members visit the online site and choose which book/books to donate
- At the end of the drive you are notified of the total dollar amount donated and/or books donated.

Can we use our own cover picture/logo?

Yes, we will create a cover picture to include your logo and any other photos you would like to use.

Can we name our book drive?

Yes, if you have a special event or name we will use that name.

Do you have any marketing material we can use?

Yes, we have created several marketing forms that can be downloaded from our website or emailed to you.

We are ready to get started. What do we need to do?

Register here.

Questions?

Contact Salina Sowell at 334.202.4279 or email stsowell@roralabama.org.



ALABAMA

Sample Reach Out and Read–Alabama Virtual Book Drives

Below you will see examples of other virtual book drives that have been held by businesses and organizations for Reach Out and Read–Alabama. Click to view.

Samford University's Kappa Psi Pharmaceutical Fraternity Virtual Book Drive

Samford University's Kappa Psi Pharmaceutical Fraternity Virtual Book Drive

Reach Out and Read–Alabama helps ensure that every child has the healthy foundation they need

We are helping Alabama's families connect through the power of a book

Samford University's Kappa Psi Pharmaceutical Fraternity is partnering with Reach Out and Read–Alabama to give young children a platform for success by incorporating books into pediatric care and encouraging families to read aloud.

What happens during the first few years sets the stage for the rest of a child's life. Spending time together while reading aloud helps to create strong parent-child bonds and promotes healthy brain development. Children that are read to more often have improved language and listening skills, experience stronger emotional connections to their loved ones, and gain a lifelong love of reading.

More than 80 percent of a child's brain is formed during their first three years, and what they experience during this window can irreversibly affect how their brain develops. Attention and nurturing from a loving parent or caregiver supports healthy brain development—and one of the best ways to engage young children is to read books together.

There is a tremendous need for book donations and we are asking for your help by purchasing a book collection for a minimum of \$10.

Which collection will you donate? Share your choice in the notes section of the donation box.



Collection #1

Collection #2



Our Supporters

- Jade Montgomery \$10
I donated in support of this campaign.
8 months ago
- Jana Smith \$20
#1 and #5 Reading ROCKS!
8 months ago
- Emily Brown \$10
I donated in support of this campaign.
8 months ago
- Vahva Patel \$10
I donated in support of this campaign.
8 months ago
- Cassidy Shadinger \$10
A gateway to ADVENTURE! Collection 1
8 months ago

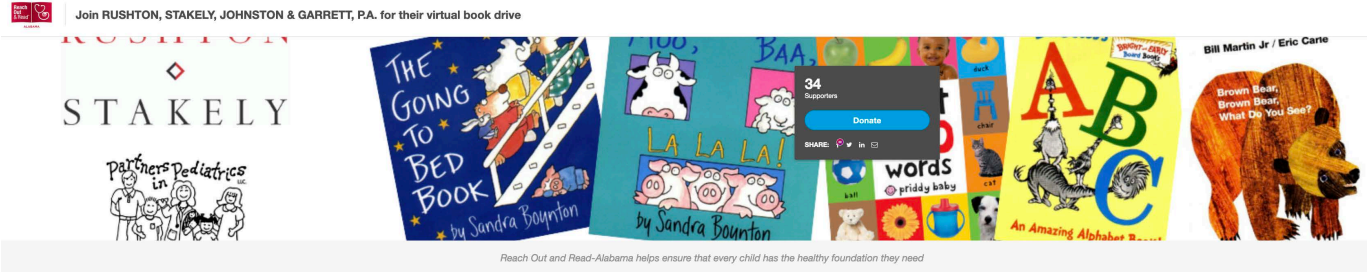
[View All 12 Supporters](#)



ALABAMA

Sample Reach Out and Read- Alabama Virtual Book Drives

Join *RUSHTON, STAKELY, JOHNSTON & GARRETT, P.A.* for their virtual book drive



Join us for a virtual book drive benefiting the Reach Out and Read-Alabama program at Partners in Pediatrics

At Rushton Stakely, we recognize that reading has a tremendous impact on every aspect of life, and we believe that promoting literacy at an early age is crucial. We are pleased to partner with Reach Out and Read-Alabama and Partners in Pediatrics to help provide books to local families and to help promote reading in the home. According to the American Academy of Pediatrics, studies have shown that promoting early literacy during wellness visits improves school readiness and performance by helping parents understand the importance of reading in learning and in developing relationships. "Reach Out and Read-Alabama's model and mission are anchored in supporting pediatric clinicians who help families use books to foster relationships through stories and language-rich interactions." The pandemic has created an even greater need for assistance for Reach Out and Read and their partner clinicians. In order to help support this organization and their valuable mission, Rushton Stakely is hosting a virtual book drive to donate books to Partners in Pediatrics and their patients.

Our Supporters

- Caitlin Anckner** \$50
I donated in support of this campaign.
7 days ago
- Leslie McGlaun** \$50
Thrilled to support this very worthy cause. Salina and the team at Reach Out and Read are doing an amazing job in the community!
7 days ago
- Abigail Garrison** \$50
I donated in support of this campaign.
7 days ago
- Morgan Chappell** \$50
I donated in support of this campaign.
7 days ago
- Dennis Bailey** \$50
Reading is a fundamental skill we all should encourage.
7 days ago

[View All 35 Supporters](#)

“
I love being able to share a new book with each of our young patients during their well-child visits.

It gives them something to look at and read while they wait.

I always try to engage the child and caregiver with the book during the short time I get to be with them.
Melissa Mohally, MD, Partners in Pediatrics
”

Please consider participating in this book drive, so we can help improve the lives of the children in our community.

Please consider participating in this book drive, so we can help improve the lives of the children in our community.

\$10

\$20

\$30

\$40

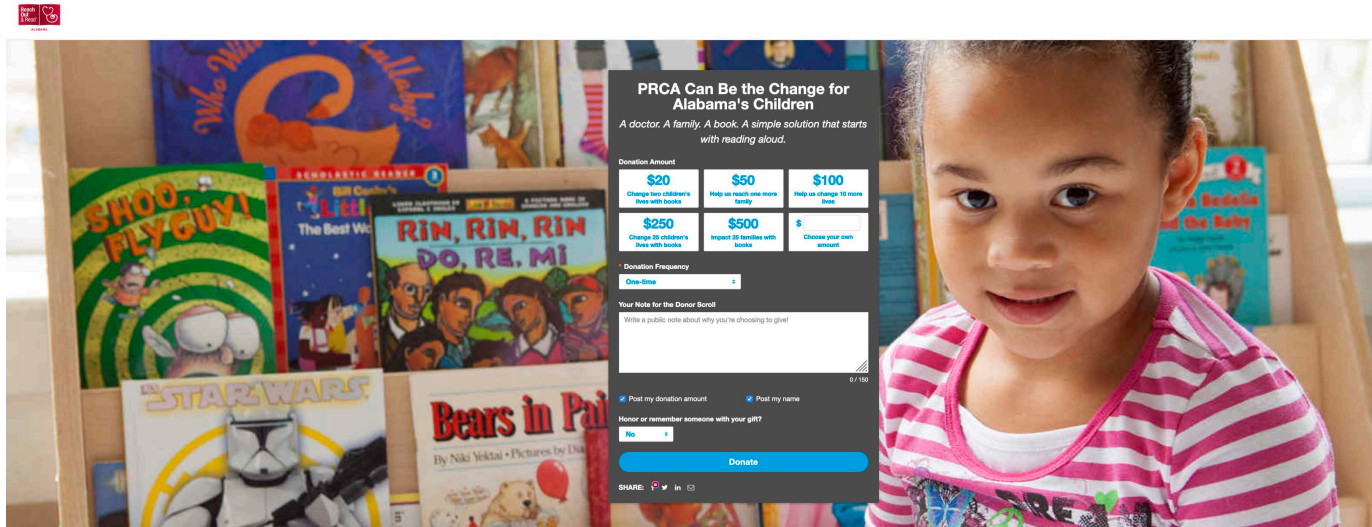
\$50



ALABAMA

Sample Reach Out and Read- Alabama Virtual Book Drives

PRCA Can Be the Change for Alabama's Children



We Can Be the Change for Alabama's Children



Our Supporters

Anonymous

I donated in support of this campaign.

3 years ago

Do you remember the book that made you fall in love with reading?

Many of us carry that cherished memory around with us every day, and now we have the opportunity to share the gift of reading with Alabama's children.

The **Public Relations Council of Alabama's** Montgomery Chapter is teaming up with **Reach Out and Read-Alabama**, an organization which reaches nearly 110,500 families each year. Many of these families are living in poverty, and the children have never been introduced to the power of storytelling. More than 300 Alabama physicians prescribe 160,000 new books annually at well-child visits at 6 months through 5 years of age... starting them on their lifelong journey of learning.

Through Change for a Child, PRCA Montgomery will be able to not only purchase books for Alabama's children, but also donate money to Reach Out and Read-Alabama for more books to be purchased later...but we cannot do this without YOU! Let's be the change for Alabama's children!



Sample Reach Out and Read- Alabama Virtual Book Drives

ALABAMA

One of our most successful virtual book drives was a competition held between the Lee County District Attorney's Office and the Tuscaloosa County District Attorney's Office. A great way to raise even more funds through a virtual book drive is to challenge other businesses like yours to host a book drive during the same time period. Some friendly competition will benefit everyone!



Join the Tuscaloosa County DA's office for their virtual book drive

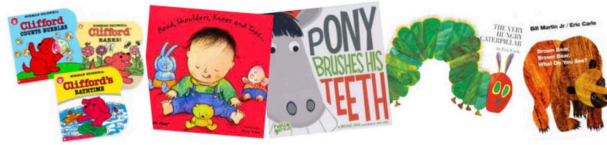


\$3,330
raised towards \$2,000 goal

28 Supporters 0 Days Left

Donate

SHARE:



Let's beat illiteracy (and Auburn) one book at a time!

Join us for a virtual book drive benefiting the Reach Out and Read-Alabama program sites in Tuscaloosa County

The Tuscaloosa County DA's office and the Lee County DA's office are kicking off November, also known as Iron Bowl Month, with a friendly competition to not only beat each other in the state's biggest rivalry, but to beat illiteracy one book at a time!

The DA's offices are teaming up with Reach Out and Read-Alabama in a Auburn/Alabama Virtual Book Drive November 1 - November 26!

Just like Auburn and Alabama football games bring families together, a book brings a child and family together, creating meaningful moments that nurture strong bonds. At Reach Out and Read, we know that reading aloud together, telling stories, and sharing books help forge a lasting, meaningful connection between caregiver and child—they create moments that matter. We have always encouraged families to make reading aloud a part of their routine, and we have always celebrated the importance of spending time snuggled up close together. More and more, the evidence is clear that we've had it right all along: This time is not just special and joyous, it's life-changing.

Our Supporters

Anonymous	\$1,000
Why don't we? To Beat Illiteracy & Beat Auburn. Reach Out and Read Alabama serves over 13,000 children in our county.	
4 months ago	
Lauren Sommers	\$30
Excited to give to babies that need books!	
4 months ago	
Margan Smalley	\$20
Best Auburn. Best Literacy!	
4 months ago	
Rada Arnold	\$20
Once you learn to read, you will be forever free!	
4 months ago	
Anonymous	\$50
I donated in support of this campaign.	



Join the Lee County DA's office for their virtual book drive



\$2,751
raised towards \$2,500 goal

36 Supporters 0 Days Left

Donate

SHARE:



Let's beat illiteracy (and BAMA) one book at a time!

Join us for a virtual book drive benefiting the Reach Out and Read-Alabama program sites in Lee County

The Lee County DA's office and the Tuscaloosa County DA's office are kicking off November, also known as Iron Bowl Month, with a friendly competition to not only beat each other in the state's biggest rivalry, but to beat illiteracy one book at a time!

The DA's offices are teaming up with Reach Out and Read-Alabama in a Auburn/Alabama Virtual Book Drive November 1 - November 26!

Just like Auburn and Alabama football games bring families together, a book brings a child and family together, creating meaningful moments that nurture strong bonds. At Reach Out and Read, we know that reading aloud together, telling stories, and sharing books help forge a lasting, meaningful connection between caregiver and child—they create moments that matter. We have always encouraged families to make reading aloud a part of their routine, and we have always celebrated the importance of spending time snuggled up close together. More and more, the evidence is clear that we've had it right all along: This time is not just special and joyous, it's life-changing.

Our Supporters

Laura Thomas	\$40
Such a great cause for the Lee County DA's office to promote!	
4 months ago	
Anonymous	\$40
I donated in support of this campaign.	
4 months ago	
Garrett Saucor	\$50
I donated in support of this campaign.	
4 months ago	
Jan Chiles	\$50
In honor of my grand! Reading is so important!	
4 months ago	
Jeanne CT	\$50
I donated in support of this campaign.	



ALABAMA

Sample Reach Out and Read- Alabama Virtual Book Drives

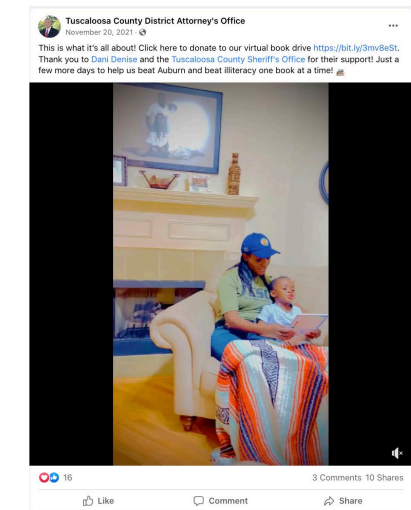
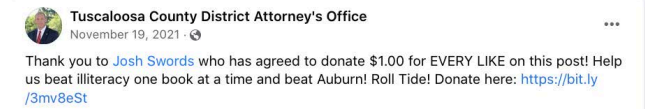
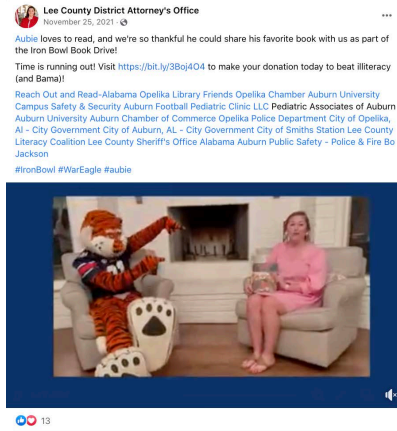
Lee County District Attorney and Tuscaloosa County District Attorney offices team up with Reach Out and Read-Alabama this November to beat illiteracy

(AUBURN, Ala.) November 1, 2021 – With November and the Iron Bowl just around the corner, the Lee County District Attorney's Office and the Tuscaloosa County District Attorney's office are teaming up with Reach Out and Read-Alabama (ROR-AL) with a friendly competition to not only beat each other in the state's biggest rivalry, but to beat illiteracy one book at a time!

Each office is hosting an online book drive November 1 through November 26 to benefit the ROR-AL program sites located in their respective counties. Over 26,000 children each year are served by the two program sites in Lee County -- Pediatric Associates of Auburn and Pediatric Clinic, LLC. -- and the five program sites in Tuscaloosa County -- Alabama Multi Specialty Clinic, Bama Pediatrics, Crimson Pediatrics, The University of Alabama College of Community Health Sciences and West Alabama Pediatrics. Donations made through the book drive will purchase books to be prescribed by a pediatrician to support families in understanding their children's developmental milestones. Research has shown that when parents read books with their young children, they foster healthy brain development and create strong parent-child bonds that last a lifetime.

*View the Lee County District Attorney's Office virtual book drive here.
View the Tuscaloosa County District Attorney's Office virtual book drive here.*

Both offices utilized their social media to garner donations from the community.



484 3 Comments 69 Shares Like Comment Share



Sample Reach Out and Read- Alabama Virtual Book Drives

ALABAMA

At the conclusion of the book drive, books were ordered for the program sites and employees from the offices visited the practices and labeled the books. This is always a fun way to wrap up a virtual book drive.

 **Tuscaloosa County District Attorney's Office**
December 16, 2021 · 🌐

We had a blast at Dr. Benuri's office putting labels on the books donated from Reach Out and Read Alabama. Thank you again to all who donated to our Beat Auburn, Beat Illiteracy campaign. We hope you enjoy seeing how your donations will be impacting children!



👍❤️ 22 1 Share

👍 Like 💬 Comment ➦ Share