



UNITED WAY  
Central Iowa

# THANK YOU FOR SIGNING UP TO HOST A STUFF THE BUS BOOK DRIVE!



## Steps to a Successful Book Drive:



Recruit a group of your colleagues to help you plan your Stuff the Bus book drive.



Determine when and how long you want to host your book drive. A two-week book drive is ideal. Consider setting up a challenge among departments or floors to increase book donations.



Decide how you will ask people to donate books. You can send a website link to a recommended list of books to purchase.



Find opportunities for partnering with a variety of book sellers on the Stuff the Bus toolkit on our website:  
[unitedwaydm.org/news/events/stuff-the-bus/toolkit](https://unitedwaydm.org/news/events/stuff-the-bus/toolkit)



Plan book collection locations, box quantity, storage, and transportation to Athene. Ensure an organized system for easy tracking and handling.



Recruit a team of employee volunteers to sort and count donated books. Find sorting instructions and labels in the online toolkit.



After logistics are decided, publicize your book drive to let employees know how to participate and the difference they're making for thousands of children in our community.



Watch for a results survey to arrive by email about one week before the Stuff the Bus community collection event.



Deliver your books to Athene USA on

**Tuesday, May 13.**



Send a thank you email to your employees with the results of your book drive.

Thank you  
to our  
sponsors

