

**February 9, 2017**

Hi, Everyone:

With Valentine's Day and the Winter Conference just days away, we wanted to remind all of you just what you mean to us and to share some news.

Because of the many ways you support our members to create literature that will inspire and guide children for generations, plan programs to educate and motivate budding and seasoned authors and illustrators, organize outreach efforts to get books into the hands of readers-in-need in your regions, and answer the call whenever and wherever readers are in need of books, YOU are the heart of SCBW! And, we couldn't do what we do with you!

It's in this spirit and our desire to combine all of our efforts to increase book access for readers in need that we announce our first literacy initiative: **SCBWI BOOKS FOR READERS Worldwide Book Drive!**

**Announcing:  
SCBWI  
BOOKS FOR READERS  
Worldwide Book Drive [logo]**

**Our mission is 3-fold:**

- To help increase book access for readers in desperate need of books by collecting and donating books that SCBWI members create...
- To help promote our authors, illustrators, and their books...
- To help increase visibility and build greater awareness of SCBWI as the world's largest group of professional children's book creators and literacy advocates...

There are 4 phases to the Book Drive: **Nomination, Selection, Collection, and Celebration!**

**Phase 1: Nomination**

Together, you and your region will nominate 1-2 local causes with readers in need (e.g. literacy organizations, hospitals, libraries, schools, sites of man-made or natural disasters) that you believe would be worthy **SCBWI BOOKS FOR READERS BOOK DRIVE** recipients for 2017.

To begin the nominating process, all interested members will need to complete an entry form on the SCBWI BOOKS FOR READERS microsite (coming soon!) with their nominations, and reasons for their nominations, and send them to their respective RAs via email between **March 1-April 30, 2017**.

Next, each of you will submit your top 1-2 nominations to SCBWI headquarters via email [booksforreaders@scbwi.org](mailto:booksforreaders@scbwi.org), between **May 1-18, 2017**, and then the selection process will soon begin!

**Phase 2: Selection**

A selection committee, comprised of our *SCBWI Board of Advisors*, will choose two recipients that will receive our books. This selection process will take place between **May 22 and June 19, 2017**. The recipients will be announced and the regions notified by **June 27, 2017**.

**Phase 3: Collection:**

You and your region can start collecting your books straight away. However, the official start date for our SCBWI BOOKS FOR READERS collection will be **July 1, 2017**, and end date will be **September 1, 2017**.

Your region may choose to designate a central location to mail or drop off books, or hold "drop off events" (e.g. critique group meetings, network meetings, etc.) throughout the drive to maximize the number of books that you collect.

In addition, we encourage all members to reach out to their publishers to secure available ARCS, overstocks, and soon to be out-of-print titles to be donated instead of pulped or remaindered.

And, while donating our books to readers in need is in itself its own reward, we will offer an incentive program to escalate participation. One-time donors will receive recognition for their donations. Frequent donors may earn a chance to receive rare promotional opportunities for themselves, their books, and SCBWI. (See the attached sheet for possible incentives!)

With over 22,000 members, it is our hope that we will collect a great number of our members' books to help increase book access for readers worldwide, to help promote these books, their authors and illustrators and our beloved organization at the same time!

#### **Phase 4: Celebration**

Once all of our books are collected and sent to the designated recipients, two large-scale celebrations will be planned (**September 4-October 31, 2017**) and executed (**A date in November TBD**) by SCBWI HQ and the recipients' regions. The events will also receive substantial PR and marketing support.

#### **Our Next Step: The Official Announcement**

We will be announcing news of our SCBWI BOOKS FOR READERS BOOK DRIVE at the SCBWI Winter 2017 conference, and inviting all of our SCBWI regions across the U.S. and around the world to participate in this book-giving and life-changing initiative.

We know that we can count on you to embrace and support this new initiative with all of your hearts as you do all of our work! It's just another reason why we love you so!

Please keep a look out for **SCBWI BOOKS FOR READERS BOOK DRIVE** email blasts and visit its microsite (COMING SOON!) at [www.scbwi.org/booksforreaders](http://www.scbwi.org/booksforreaders)

Lin Oliver  
Executive Director

#### **For more information:**

Contact members of our SCBWI BOOKS FOR READERS WORLDWIDE BOOK DRIVE Team: Tammy Brown, SCBWI Director, Community Marketing and Engagement and Patricia J. Murphy, SCBWI Literacy Outreach Consultant, Member, and Children's Author at INSERT EMAIL ADDRESS.

**SCBWI**  
**BOOKS FOR READERS**  
**BOOK DRIVE**  
Give Books. Build Dreams.

**SCBWI BOOKS FOR READERS WORLDWIDE BOOK Drive****Collection Incentives**

- Author headshot shot by Sonya Sones
- Blogging + Blog Tour Advice from X
- Book Trailer Assistance from BT expert
- Editorial Critiques from agents/editors
- Exclusive Conference Intensive Invites and/or workshops at SCBWI Winter and Summer Conferences
- Free Exhibit/Entrance Passes to BEA, ALA, NCTE?
- Facebook/Twitter Promotional Posts on Fans of SCBWI Page
- FREE 2-Year Membership to SCBWI
- FREE regional conference attendance (anywhere in the U.S.)
- Interview in SCBWI Bulletin
- Podcast Interviews (Wonder, etc.)
- Portfolio critique with Caldecott Medalist David Diaz
- School Author Visit Consult with Alexis O'Neill
- Social Media Consultation with Lee Wind