

# BBBS BOOK DRIVE ACTION PLAN

Person Responsible ↓

## Reaching within Illumine:

1. Create promotional materials.
  - a. Facebook Posts
  - b. Bathroom Images
  - c. Poster
  - d. ½ Sheet Style
2. Create Social Media Posting Schedule, May – August
3. Personally speak with each person in the Illumine family.
  - a. Create list.
  - b. Have conversations, keep record.
  - c. Call those who aren't reached via Sundays.

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## Reaching the Community

1. Create “partner with us” materials for business, churches and schools.
  - a. Deliver to neighboring businesses.
  - b. Post to Community Bulletin Boards
2. Visit Book Stores
  - a. Books on Main
  - b. Book Knack
3. Have Illumine Members promote on Social Media.
4. Visit/talk to business partners & other churches.
  - a. Babywearing International
  - b. Pampered Chef
  - c. Shake It with Liz
  - d. La Leche League
5. Visit/talk to schools
  - a. Teacher book purge?

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## Collecting & Communicating Progress

1. Gather boxes – banker boxes or paper boxes.
2. Label & number boxes.
3. Create Master List of type of books for each box.
4. Prepare collection area at the Center.
5. As they are collected, sort them into appropriate boxes.

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