

Date	Newsletter Tips	Facebook Tips	Instagram Tips						
<b>1 week before book drive begins</b>	See "Initial Announcement" in CBHNwsltrPromos" document.	Post photo of an empty or seeded donation box, goal of book drive is to collect 17,000 books for PPS students in need of books, and state your school's collection goal. Encourage families to bring in gently used outgrown books. Remind folks of dates.	On theme.						
<b>Week book drive begins</b>	See "Weekly Piece" in CBHNwsltrPromos" document. Think about editing to include your school's collection goals.	Post photo of books, children putting books in donation box, remind folks to bring gently used used or new books including board books, picture books, easy read books, and chapter books, restate goal and timeframe.	On theme.						
<b>Week 1</b>	Adapt "Weekly Piece," focus: Donate gently used books your children have outgrown. Board books, picture books, chapter books for ages preschool through 8th grade accepted. Please no magazines, workbooks, textbooks, adult books, books in poor condition, ex-school library books	Photo of collection boxes, books already collected, classroom anecdotes. Or post a book fair photo from last year's CBH book fair (contact CBB below) and remind families the PPS community is well on its way to collecting 17,000 books!	On theme.						
<b>Week 2</b>	Adapt "Weekly Piece," focus: Consider donating a greatly needed book rarely seen among donated books: here's a list of favorites (link on CBH web page).	Post photo of books in Spanish, books with characters of color (contact CBB below) and encourage folks who would like to purchase new books to consider donating a book from the desired book list (list on CBH web page).	On theme.						
<b>Week 3</b>	Adapt "Weekly Piece," focus: Did you know you can also donate cash? CBB uses cash donations to purchase new books greatly needed. Use this link <a href="http://bit.ly/2wX38RW">http://bit.ly/2wX38RW</a>	Photo of collection boxes, books already collected. Families who would like to donate cash toward the purchase of new books in Spanish or with multicultural characters or themes can donate at the link.	On theme.						
<b>Week 4</b>	Adapt "Weekly Piece," focus: Remember to donate gently used books your children have outgrown, new greatly needed books (list), or contribute money towards the purchase of new books (link above). One week left to donate!	One week left to donate! State goal, show stock photo from CBB or book fair. Include cash donation link. Praise community for their donations.	On theme.						
<b>Conclusion of book drive</b>	See "Book Drive Conclusion" piece in CBHNwsltrPromos document	Photo of all books collected (boxed or loose), or photo of books being delivered to CBB. State number of books collected, cash collected (CBB will have that number). Thank families who participated.	On theme.						
<b>Report</b>	The Children's Book Bank will send a thank you newsletter piece including specific donation totals and a school participation certificate, and information about volunteering for a book cleaning session.	We will send a sample newsletter piece containing a thank you, number of books and cash collected, and instructions of how to volunteer for book cleaning sessions.	On theme.						
<b>CBH Book Fair Photos</b>	Please contact <a href="mailto:devani@childrensbookbank.org">devani@childrensbookbank.org</a> for Children's Book Harvest stock photos to use in your social media pushes!								
<b>CBB Facebook</b>	Please send photos of your school, collection boxes filling up, and book collected to CBB for our social media! Accepting photos of people is complicated; we need photo releases to post those. Please limit photos to boxes and books!								
<b>CBB Instagram</b>	#childrensbookharvest17 so we can see, heart, and repost!								