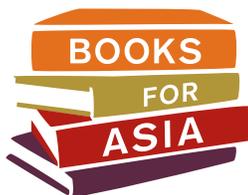


# Book Drive and Fundraising Guide



## WHO WE ARE

The Asia Foundation's Books for Asia program puts one million new books and resources into the hands of students, educators, and community leaders each year. Books for Asia donations support a wide array of educational programs in 18 countries and help those who do not have access to quality reading material overcome obstacles and improve their lives.

## WHY DO WE NEED YOUR HELP?

Although Asian nations have made advances in education, illiteracy rates in many countries remain high and vary greatly among social groups. Asia has 75 percent of the world's illiterate population, which equates to nearly 700 million people. In South Asia alone 35 million children are not in school, over half of whom are girls.

Books for Asia believes in the transformative power of books. We have witnessed again and again the powerful ripple effect of providing students and educators with world-class educational materials. By running a book drive or fundraiser, you, too, can make a valuable contribution to Asia's future generations.

## PARTNER WITH US

Whether you're a teacher, college student, member of an employee group, or an individual or group interested in making a difference in the world, you can help Books for Asia supply new books to thousands of educational institutions by organizing a book drive or fundraiser with your friends or colleagues.

Book drives and fundraisers are great for:

- Classroom projects
- Birthday parties
- School fundraisers
- College community service projects
- Employee community service projects
- Pre- or post-travel "give back" projects

Enclosed is a list of recommended book donations and guidelines for conducting book drives - **for new books only** - and fundraisers. If you have any questions or would like to run a special kind of campaign that is not covered in these materials, please contact:

**Wendy Rockett**  
**Communications and Outreach**  
**Program Officer**  
**Tel: (510) 667-6480**  
**Email: [wrockett@asiafound.org](mailto:wrockett@asiafound.org)**

**Thank you in advance for your support!**



The Asia Foundation received a four-star rating, the highest possible, seven years in a row.



 The Asia Foundation

## BOOKS FOR ASIA WISH LIST

Please select at least 25 books from this list to donate. The books have been grouped into lists of 25 for your convenience. You can purchase these as “book baskets” at Green Apple Books’ website, [www.booksforasia.org/greenapple](http://www.booksforasia.org/greenapple).

### **Young Reader's First Library**

*Alligators All Around*  
*Alphabet Adventure*  
*Biscuit*  
*Biscuit and the Little Pup*  
*Biscuit's Day at the Farm*  
*Biscuit Finds a Friend*  
*Biscuit Goes to School*  
*Biscuit Visits the Big City*  
*Biscuit Wants to Play*  
*DK Children's Illustrated Dictionary*  
*DK First Atlas*  
*DK First Dictionary and Thesaurus*  
*DK First Encyclopedia*  
*DK First Science Encyclopedia*  
*Don't Let the Pigeon Drive the Bus!*  
*Eating the Alphabet*  
*First 100 Animals*  
*First 100 Words*  
*The Foot Book*  
*Fox in Socks*  
*Good Night, Gorilla*  
*Harry the Dirty Dog*  
*Merriam-Webster's Alphabet Book*  
*The Story of Ferdinand*  
*Where's Spot?*

### **Classic Storybooks**

*Are You My Mother?*  
*Brown Bear, Brown Bear, What Do You See?*  
*Corduroy*  
*Danny and the Dinosaur*  
*Duck on a Bike*

*Go, Dog, Go!*  
*Goodnight Moon*  
*Harold and the Purple Crayon*  
*Hop on Pop*  
*If You Take a Mouse to School*  
*The Little Engine That Could*  
*Lyle, Lyle Crocodile*  
*Madeline*  
*Make Way for Ducklings*  
*Mama Cat Has Three Kittens*  
*The Napping House*  
*One Fish Two Fish Red Fish Blue Fish*  
*The Rainbow Fish*  
*The Runaway Bunny*  
*Sheep in a Jeep*  
*The Story About Ping*  
*The Tale of Peter Rabbit*  
*Tikki Tikki Tembo*  
*The Wheels on the Bus*  
*Where the Wild Things Are*

### **DK Eyewitness Series**

*Astronomy*  
*Amphibian*  
*Chemistry*  
*Dinosaur*  
*Eagle and Birds of Prey*  
*Earth*  
*Ecology*  
*Electricity*  
*Elephant*  
*Fish*  
*Great Scientists*  
*Human Body*  
*Invention*

*Mammal*  
*Music*  
*Ocean*  
*Pond and River*  
*Reptiles*  
*Rocks/Minerals*  
*Seashore*  
*Skeleton*  
*Train*  
*Volcanoes and Earthquakes*  
*Weather*  
*Whale*

### **I Spy Series**

*A to Z*  
*A Balloon*  
*A Book of Picture Riddles*  
*A Butterfly*  
*A Dinosaur's Eye*  
*A Penguin*  
*A School Bus*  
*Fantasy*  
*Fun House*  
*Funny Teeth*  
*Gold Challenger!*  
*Extreme Challenger!*  
*Lightning in the Sky*  
*Little Hearts*  
*Little Letters*  
*Little Numbers*  
*Little Wheels*  
*Mystery*  
*Phonics Fun Box Set*  
*School Days*  
*Spectacular*  
*Super Challenger!*  
*Treasure Hunt*  
*Ultimate Challenger!*  
*Year-Round Challenger!*



## PLAN AHEAD

### 1. Decide:

- Who will be involved?
- When will the drive or fundraiser start and end?
- What is your goal? Setting a goal can help motivate the effort.
- Will you collect new books or cash donations?
- Do you want to use an online fundraising site to track donations?
- If you'll be conducting a new book drive, where and how will you collect the books?

### 2. Book Drive or Fundraiser?

For a book drive:

- The minimum number of books per donation is 25 books. Smaller donations cannot be accepted.
- Please send only brand-new books from our **Wish List** (page 2).

For a fundraiser:

- Once completed, you can either donate the money directly to our Books for Asia Fund or use the money raised to purchase books for a donation to Books for Asia (instructions in the **Sending Your Donations**, page 5).
- Monetary donations can be sent by check or online through our Books for Asia Fund: [www.asiafoundation.org/howyoucanhelp/booksfund.php](http://www.asiafoundation.org/howyoucanhelp/booksfund.php) (instructions in **Sending Your Donations**, page 5).
- Consider using an online fundraising site to help solicit, accept, and track donations such as:

> **FirstGiving**, [www.firstgiving.com](http://www.firstgiving.com)

This site will ask you to choose a charity. Find and select The Asia Foundation, our parent organization. In your campaign description, specify that you are conducting a Books for Asia fundraiser.

> **ChipIn**, [www.chipin.com](http://www.chipin.com)

This site allows you to raise funds for any cause or event and collects funds through a PayPal account.

**Note:** *There are nominal fees associated with these sites. Check their fee notifications for further information.*



## YOU'RE READY TO START!

### 1. Host a meeting or event to kick off the campaign:

- Send out invitations!
- Explain the mission of Books for Asia and why this fundraiser or book drive is important (see **Talking Points**, pages 7 to 8).
- Download and distribute our brochures:
  - > Books for Asia 2-page overview: [www.asiafoundation.org/publications/pdf/700](http://www.asiafoundation.org/publications/pdf/700)
  - > Books for Asia 12-page brochure: [www.asiafoundation.org/publications/pdf/824](http://www.asiafoundation.org/publications/pdf/824)
- Use the resources on our website, [www.booksforasia.org](http://www.booksforasia.org), to provide participants with more information on our programs.
- Show some of our videos to demonstrate on-the-ground impact:
  - > Books for Asia video - [www.bit.ly/9A9jqy](http://www.bit.ly/9A9jqy)
  - > “Choose a Book, Change a Life” campaign in Thailand
    - Intro: [www.bit.ly/bh5dWb](http://www.bit.ly/bh5dWb)
    - Conclusion: [www.bit.ly/cLtNcm](http://www.bit.ly/cLtNcm)
- Provide instructions on how to send new books or cash donations.
- If you're conducting a new book drive, provide participants with the list of recommended books.
- Ask participants to spread the word and solicit donations from others!

### 2. Keep in touch with your participants:

- Figure out the best mode of communications: bulletin board announcements, email, Facebook, or company or school listerv.
- Update participants on the progress of the campaign and encourage them to strive for the goal!

### 3. Acknowledge, thank, and update contributors:

- When the campaign has concluded, send “thank you’s” to all who participated to show your appreciation. You can send one via:
  - > The thank you card included in this kit (just print and fold).
  - > Your online fundraising tool.
  - > A personalized email, DIY card, or whatever way you feel is most appropriate.
- Keep in touch. Sign up to receive periodic updates about Books for Asia at [www.asiafoundation.org/contact/contact.php](http://www.asiafoundation.org/contact/contact.php).
- If this will be a regular (i.e. annual) effort, encourage participants to stay in touch.

### 4. Share your experience with us!

- Send your stories and photos to Wendy Rockett at [wrockett@asiafound.org](mailto:wrockett@asiafound.org).



## WHY NEW BOOKS?

Across Asia, millions go without books, or read dated, damaged texts. Books for Asia is selective in the material we send to students and educators because we believe that children are inspired to learn when they have relevant, brand-new books available to them. Please help us maintain the high quality of our book donations by following our guidelines and only sending new books.

## SENDING YOUR DONATIONS

### 1. Submit monetary contributions in one of the following ways:

- By check: The Asia Foundation, Resource Development, PO Box 193223, San Francisco, CA 94119-3223
- Online through our Books for Asia Fund:  
[www.asiafoundation.org/howyoucanhelp/booksfund.php](http://www.asiafoundation.org/howyoucanhelp/booksfund.php)
- Through an online fundraising service (if you used one to manage your fundraiser). In most cases, it is best to send us a check to avoid further fees.

### 2. Or, use the money you raised to purchase books to donate to Books for Asia. Please make sure you purchase a minimum of 25 copies per our donation guidelines. You can either:

- Purchase copies of books in our **Wish List** (page 2) from your local bookstore. Please follow the instructions on sending book donations below.
- Purchase books from **Books for Asia Wish Lists** on the following websites:
  - > Usborne Books — [www.booksforasia.org/usborne](http://www.booksforasia.org/usborne)
  - > Green Apple Books — [www.booksforasia.org/greenapple](http://www.booksforasia.org/greenapple)

***Note:** When selecting books to donate from these websites, please include only books that are on the wish list. The donations purchased on these sites will be sent directly to Books for Asia.*

### 3. When sending your book donations, please include:

- A packing list in advance by email ([wrockett@asiafound.org](mailto:wrockett@asiafound.org)), fax (510-351-2602), or mail (address on the next page). It should indicate the name of the publication(s) and the year published, and the total number of books donated. Please include this packing list, along with your name and address, in the boxes as well as, on top of the books.



- The return address on each box should contain the donor's name and actual home or work address. If you use UPS or a similar mail service, please include a separate return address label with your full name and address (and be sure that the mail service does not cover it with their own address label).
- The number of boxes and each box's place in the total donation (e.g., Box 1 of 2) and the number of books inside each box should be marked below the return address, per the example below.

From: Jane Doe  
123 Bridgepine Way  
Paradise, CA 12345  
Box 1 of 2 (or Box 2 of 2)  
This box: 25 new books

To: Books for Asia  
2490 Verna Court  
San Leandro, CA 94577

To personally drop off the donation. Please call 510-667-6475 for further directions.

For assistance with your fundraiser or book drive, including questions on tax-deductible receipts, contact Wendy Rockett at [wrockett@asiafound.org](mailto:wrockett@asiafound.org) or (510) 667-6480.



## TALKING POINTS TO USE AT PRESENTATIONS

### *What is Books for Asia?*

- Books for Asia puts one million new books and resources into the hands of students, educators, and community leaders each year.
- Books for Asia works with publishers and private donors to provide books that are not available in developing parts of Asia.
- Books for Asia supports a wide array of educational programs in 18 countries, from schools and public libraries to educational nonprofits and government libraries.
- Books for Asia is a program of The Asia Foundation, a non-profit, non-governmental organization committed to the development of a peaceful, prosperous, just, and open Asia-Pacific region. The Foundation supports Asian initiatives to improve governance, law, and civil society; women's empowerment; economic reform and development; sustainable development and the environment; and international relations. With 18 offices throughout Asia and nearly 60 years of experience in the region, the Foundation is uniquely positioned to address these issues on both a country and regional level.

### *Why new books?*

- Across Asia, millions go without books, or read dated, damaged texts.
- Children are inspired to learn when they have relevant, brand-new books available to them.

### *Why English-language books?*

- New, English-language books are a rarity in many of the places we operate, and they are in great demand by students, teachers, and librarians.
- The ability to speak, read, and write in English is quickly becoming a necessity in Asia, as in the rest of the world.
- 80% of Internet content is shared in English and much of the world's cutting-edge research is published first in English.

### *Why should we care/participate?*

- Asia has 75 percent of the world's illiterate population, which equates to nearly 700 million people.
- South Asia alone has 35 million children who are not in school, over half of whom are girls.
- An educated population is better equipped to fight poverty, disease, and injustice, and work toward peace and prosperity.



### *How does the program work?*

- Book donations are collected in Books for Asia's San Leandro, CA warehouse and are matched with the needs of each country.
- Books for Asia arranges for transportation of the books by container ship across the Pacific Ocean.
- In-country staff receives the shipment and arranges for the distribution of books. In many cases, the recipients come to the program's local facility to select books; Books for Asia also runs outreach programs to get books to far-flung or conflict-ridden areas.
- The local Books for Asia staff also make regular site visits to ensure donated materials are well-utilized.

### **ONLINE RESOURCES**

Use the tools on the Books for Asia website, [www.booksforasia.org](http://www.booksforasia.org), to enhance your presentation and communicate with participants:

- Books for Asia video - [www.bit.ly/9A9jqy](http://www.bit.ly/9A9jqy)
- "Choose a Book, Change a Life" campaign in Thailand
  - > Intro: [www.bit.ly/bh5dWb](http://www.bit.ly/bh5dWb)
  - > Conclusion: [www.bit.ly/cLtNcm](http://www.bit.ly/cLtNcm)
- "Power of a Book" slideshows
  - [www.asiafoundation.org/exhibit/books-for-asia](http://www.asiafoundation.org/exhibit/books-for-asia)
- Brochures
  - > 2-page overview - [www.asiafoundation.org/publications/pdf/700](http://www.asiafoundation.org/publications/pdf/700)
  - > 12-page brochure - [www.asiafoundation.org/publications/pdf/824](http://www.asiafoundation.org/publications/pdf/824)





The Asia Foundation's Books for Asia program puts one million new books and resources into the hands of students, educators, and community leaders each year through the generous contributions of partner publishers and private donors. Books for Asia donations support a wide array of educational programs in 18 countries and help those who do not have access to quality reading material overcome obstacles and better their lives.

Stay in touch! Visit [www.asiafoundation.org](http://www.asiafoundation.org) and sign up to receive updates for Books for Asia.

*Thank You for Supporting Books for Asia!*



 The Asia Foundation  
[www.booksforasia.org](http://www.booksforasia.org)