

October 2007

Attention Educators!

The Boston Herald In Education program, funded through the Massachusetts Literacy Foundation (MLF), has formed a partnership with the **Got Books** organization to support your school community. We invite your participation in this partnership that will provide books, classroom newspapers and financial support to your school – all at no cost to you!

Here's how it works. **Got Books** is a Massachusetts for-profit fundraising and used book seller whose primary mission is to support the local community through books and to keep books from being thrown away. They collect donated books (also videos, DVDs, and CDs) and then use the majority of them to raise money for local charities.

Through a partnership, the Herald In Education program and your school would share in the rewards – a portion of the profits realized from the books collected at your drop-off container will help support the work of the MLF in schools and a portion goes directly to your school to fund activities of your choice. In addition, teachers at your school will receive gift certificates for free books and be eligible for other educational gift opportunities during the year.

The Herald In Education program and **Got Books** will promote the book reuse and recycling project in your community. **Got Books** will work with you to determine a convenient book drop-off location and will provide a specially designed book drop-off receptacle for your school. **Got Books** will maintain the collection and pick up of the books and you won't need to do a thing. And each quarter you'll receive a check for your school plus other bonuses.

For more information, please visit the websites www.gotbooks.com and www.bostonheraldineducation.com. We look forward to partnering with your school to promote reading, encourage recycling, and support school activities.

Helping your school raise money, one book at a time..

Fundraise Using Book Donation Containers Provided by

**GOT
BOOKS?**

Tired of traditional fundraising options?

We offer an easy, unique, and uncomplicated way for you to raise money. The best part is that there is no selling involved on your part and absolutely no cost to you or your group.

It's EASY! Use our Book Donation Drop-Off Containers. *Here's how it works:*

1 **Find a Space**

Our fundraising containers are weatherproof, outdoor, nice-sized containers that typically sit in accessible public lots. You'll benefit the most by choosing a spot that is clearly visible from the street. But for those groups who don't have the luxury of an obvious location, we'll place signs by the road or wherever we can to promote and direct potential donors to your container.

2 **We Place Your Container**

It's official! You've found the ideal location and we've promptly delivered your container. You're ready to start earning.

3 **People Donate**

We'll issue a local press release and provide flyers to promote your donation drop-off site to residents, teachers, students and parents. On top of that, your location will be searchable on our website and promoted by our customer service reps who receive pick-up request calls from residents in your town. Watch your container immediately start to fill!

4 **We Collect the Items**

Once your container is full, call us and we'll come empty it. We'll send our truck and our friendly drivers who will clear your container making it ready for even more donations.

5 **You Get a Check**

Congratulations! Your book donation container is a success. We've measured the amount of items donated and it's time to get your check!

6 **School Bonus**

As a Herald In Education partner, your school will further benefit by having the resources of the Boston Herald working for you. The additional promotion they offer will increase both book donations and your check. And your teachers will be eligible for educational gift opportunities during the school year.

Why Got Books?

- Donated items are used in our Charity Book Sale where 50% of the profits from each weekend benefit a different nonprofit group. Some are given away free to local schools and libraries while some are sold online.
- We keep books out of the waste stream! We find good homes for unwanted books and can't stand to see any books go to waste. We never turn books away; even textbooks.
- We use our knowledge and experience with used books to benefit local nonprofits and to get books to people who will use them.



Takes up less than an average parking space: 6' x 6'6" x 6'6"

WHAT OTHER SCHOOLS ARE SAYING...

"While fundraising to build a new playground for our school, the Got Books bin generated more money than any of us expected! It is so practical. Everyone has used books in their home!"

Lori Grayson, Wood End Elementary, Reading, MA

"The containers in our community have been a great way to raise money for our PTOs without the hassle of "selling a product," donating baked goods, or sponsoring a fundraiser event - it's so easy! Bins are delivered, books are dropped in, bins are emptied, we receive a check - it's really that simple! It's also a good recycling project in which the whole community can participate. We're very happy we became partners with Got Books."

Donna Gadbois, Billerica Public Schools

**GOT
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