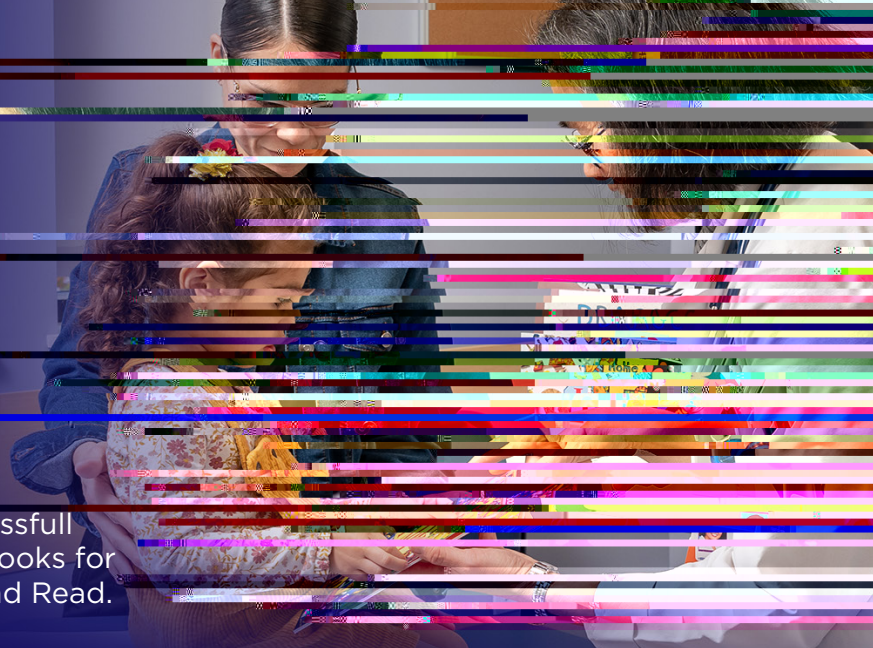


Book Oasis Toolkit for Individuals

In this kit, you will find the tools needed to successfully organize your virtual book drive to collect new books for the children and families served by Reach Out and Read.



Thank you for helping us build book oases for young children!

About Reach Out and Read

There are many reasons that our family, friends, colleagues, and others in our network will want to help you build a book oasis. They'll be inspired by many of the same reasons you believe in Reach Out and Read's work!

- Book deserts are geographic areas that lack consistent access to high-quality, affordable print children's books and other print reading materials.
 - »
 - »
 - » cannot afford books at retail prices.
 - » 32.4 million American children do not have access to books.
- Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.
- Reach Out and Read promotes positive parent-child interactions through shared reading during the span of rapid brain growth and development that occurs between birth and age 5. This can be particularly important for families who may experience adverse outcomes due to poverty.
- Reach Out and Read is uniquely poised to reach more children than other organizations because we are the only national literacy nonprofit that partners directly with pediatric medical providers.
 - » Over 90 percent of children in the U.S. visit a trusted medical provider at least once a year.

With a network of more than 36,000 providers at 6,200 sites nationwide, Reach Out and Read provides books and guidance about shared reading to 4.4 million children and families each year.

Last year, Reach Out and Read distributed 7.1 million new developmentally, linguistically, and culturally appropriate books to children.

Reach Out and Read is endorsed by the American Academy of Pediatrics, who has cited the abundant research about the success of our model and called literacy promotion as an essential component of primary care pediatric practice.

\$140 provides one child with five full years of the Reach Out and Read program.

1. Open [this link](#) in your browser.
2. Click Start Your Virtual Book Drive.
3. Click As an Individual.
4. Interested in offering this through your employer?
Contact development@reachoutandread.org.
5. Click Create an Account.
6. Set a goal, and add a headline

Share updates: Those who have already donated will appreciate knowing their gift made a difference, and those who have yet to donate will be encouraged to join our drive. You can say things like:

“There are only three days left in my campaign for Reach Out and Read. Please help to