



## Proposal to Pacific Northwest Booksellers Association Books for Kids Book Drive

Dear PNBA Washington State Booksellers,

PageAhead has proposed a unique and potentially trend-setting program for our member stores, to take place in your stores for two weeks in July. PageAhead will produce and distribute all of the advertising, which will encourage their customers to visit participating stores during those two weeks and buy childrens books at your stores, which you will box for pick-up or delivery to PageAhead. PageAhead will even produce shelf ads for you to download and print for use in your store to identify the program. All you have to do is promote the program in your stores, sell the books and collect them, and either ship them to PageAhead using a prepaid account, or hold them for pick-up at the end of the promotion.

### Program Summary

The Books for Kids Book Drive will provide independent booksellers with the opportunity for increased sales and media exposure, while providing new books for children from low-income families across Washington State.

Booksellers agree to sell children's titles of their choice, by offering customers the opportunity to "buy a book for a child in need," during a specific two-week period in July. Page Ahead Children's Literacy Program will collect donated books and distribute them to children in need.

### Promotion

Page Ahead will promote the Books for Kids Book Drive through:

- Social Media and email alerts listing participating bookstores & locations
- Page Ahead's website (avg 24,000 hits pr mo.) listing participating bookstores & locations
- Link to PNBA Book Lovers website
- Display ad in Seattle Weekly
- Outreach to media through media alerts statewide

PNBA will promote the Books for Kids Book Drive through:

- Outreach to member stores
- PNBA and Book Lovers websites

### Materials

Page Ahead will provide in-store marketing materials such as flyers and signs

If you would like to be listed as a participating store in this promotion (and why wouldn't you?!?!), you must contact me at the PNBA office by MONDAY, JUNE 20<sup>th</sup>, confirming your participation. Attached is an invitation for you to attend PageAhead's second annual Best Books for Kids Celebration at the Library Bistro in Seattle on Wednesday, June 15<sup>th</sup> at NO CHARGE, to meet Susan Waller, the woman at PageAhead who is proposing this promotion, and to get answers to any other questions that you might have. PNBA encourages as many of our Washington state stores to participate in this promotion as possible. If it is successful, we would like to use it as a model for other literacy promotions throughout our five-state region.

Sincerely,

Thom Chambliss  
Executive Director

Larry West  
Executive Assistant

Brian Juenemann  
Marketing Director