

**Communications Tool Kit**

The Oceanside Promise partners have developed this tool kit to make it easy for you to rally your employees, customers, and partners to participate in your organization’s book drive. Customize the messages as you wish. Just be sure to communicate throughout your book drive to encourage participation. If you have questions or special requests for resources, email OceansidePromise@gmail.com

**Sample Social Media Messages**

***Sample tweets (can include picture of the box):***

* Did you know <40% of Oceanside’s children enter Kindergarten ready to succeed? Donate a book to a child, ages 0–5 @ <LOCATION>
* Early exposure to books increases literacy rates and improves a child’s success in school & life: Give a book, invest in a child.
* Support the success of Oceanside’s youngest children (ages birth to 5): Join our community-wide book drive today!
* Spread the joy of reading to Oceanside’s children. Together we’ll boost early literacy in our community: Donate a book @<LOCATION>
* <ORGANIZATION> is a proud partner to the Oceanside Promise: Give a book, invest in a child. Donate new or gently used books @ <LOCATION>

***Sample Facebook / blog posts (can include picture of the box):***

* Did you know only 32% of Oceanside Unified School District’s 3rd graders meet state standards in English Language Arts? Help a child learn to read by dropping off a new or gently used children’s book to the Oceanside Promise’s book bin in our office.
* Did you know <40% of Oceanside’s children enter Kindergarten ready to succeed? Help a child learn to read by dropping off a new or gently used children’s book to the Oceanside Promise’s book bin in our office
* We’re a proud partner with the Oceanside Promise in building early childhood success: Join the book drive by donating new or gently used books to a deserving child today. Visit OceansidePromise.org to learn more.
* Help spread the joy of reading to Oceanside’s youngest children. Together, we’ll boost early literacy in our community. Donate new or gently used books for children ages zero to five today!

**Sample Email Messages**

***Beginning of Drive Announcement***

Dear colleagues,

Did you know…

* Less than 40% of Oceanside’s children enter Kindergarten ready to succeed?
* Only 32% of 3rd grade students attending schools in Oceanside Unified School District meet state standards for English Language Arts proficiency?
* Children from families with lower incomes and lower educational levels hear 30 million words fewer than their peers by the age of five?

Our office is partnering with the [Oceanside Promise](OceansidePromise.Org) and other organizations to collect children’s books for deserving children, ages zero to five. Please join me in donating new or gently used books in English and Spanish so that we can better prepare students for Kindergarten and build literacy starting at an earlier age.

Early exposure to books will increase Kindergarten preparedness and improve literacy rates, thereby improving children’s long-term success in school and life.

*Give a book and invest in a child!*

We will have a collection bin in <LOCATION> from October 23 to November 9, and our office has pledged to donate <NUMBER OF BOOKS> to boost literacy in our community.

Thanks in advance for your help and support of this important community-wide effort!

<YOUR NAME>

*The books collected will be distributed to Oceanside Unified School District’s Pre-Kindergarten and Transitional Kindergarten Classrooms, City of Oceanside Public Library, City of Oceanside Community Resource Centers, Vista Community Clinic Parent Outreach Program, Education Begins in the Home, and more!*

***Middle of Drive Reminder***

Dear colleagues,

**Counting Down: <Number of Days> and <Number of Books> to Go!**

A brief reminder to bring new or gently used books in English and Spanish for our book drive. We are partnering with the [Oceanside Promise](OceansidePromise.Org) to boost early literacy and to improve the long-term success of Oceanside’s youngest children by collecting books for Oceanside’s youngest children, ages zero to five.

We have a collection bin in <LOCATION> until November 9th. Our goal is to collect <NUMBER OF BOOKS> toward the community-wide goal of 10,000 books. You can also [donate online](http://oceansidepromise.org/give) if you don’t have time to shop.

Thanks in advance for your support of this important community-wide effort!

<YOUR NAME>

*The books collected will be distributed to Oceanside Unified School District’s Pre-Kindergarten and Transitional Kindergarten Classrooms, City of Oceanside Public Library, City of Oceanside Community Resource Centers, Vista Community Clinic Parent Outreach Program, Education Begins in the Home, and more!*

***End of Drive Reminder***

Dear Colleagues,

**HELP CLOSE THE 30,000 MILLION WORD GAP. DONATE BOOKS TODAY!**

Research shows that children from lower-income and less educated families hear 30,000 fewer words than their peers by age five. You can help close the gap in Oceanside!

You have two more days to donate new or gently used books in English or Spanish for Oceanside’s youngest children. We’re <NUMBER OF BOOKS> away from our goal of <BOOK DRIVE GOAL> for the [Oceanside Promise](OceansidePromise.Org)’s community-wide book drive.

Your book donation will help transform the lives of Oceanside’s youngest children, ages zero to five, by helping them be better prepared for success in school and life.

Thank you to those who have already invested in Oceanside’s youngest children!

<YOUR NAME>

*The books collected will be distributed to Oceanside Unified School District’s Pre-Kindergarten and Transitional Kindergarten Classrooms, City of Oceanside Public Library, City of Oceanside Community Resource Centers, Vista Community Clinic Parent Outreach Program, Education Begins in the Home, and more!*

**Sample Voicemail Messages**

***Beginning of Drive Announcement***

**Help Improve Early Literacy in Oceanside!**

<ORGANIZATION NAME> is proud to be partnering with the Oceanside Promise on its inaugural community-wide book drive to benefit Oceanside’s youngest children. The Promise’s goal is 10,000 books by early November.

Our goal is to collect <NUMBER OF BOOKS> between October 23th and November 9th.

Please bring in new and gently used books for children ages zero to five and leave them in the bin in <LOCATION>. A list of book ideas is also posted by the book collection location.

No time to shop? No worries! You can also donate online at OceansidePromise.org.

Thanks for your support of this important community-wide effort for Oceanside’s youngest children!

***Middle of Drive Reminder***

**Did you know that less than 40% of Oceanside’s children enter kindergarten ready to succeed? But, you can help prepare Oceanside’s youngest children for success in school and life today!**

This is a friendly reminder to bring in new and gently used books in English and Spanish for Oceanside’s youngest children, ages zero to five.

Our goal is to collect <NUMBER OF BOOKS> toward the Oceanside Promise’s community-wide goal of 10,000 books and your support is needed.

The collection bin is conveniently located in <LOCATION> and will be there until November 9th.

Thanks in advance for your generosity and commitment to our community!

***End of Drive Reminder***

**We’re in the Final Stretch! We’re <NUMBER OF BOOKS> away from our goal of <BOOK DRIVE GOAL>.**

There’s two more days left in our book drive and we are close to reaching our goal. This is our chance to show our support for improving early literacy in Oceanside and ensuring more children enter kindergarten ready to succeed.

Don’t’ forget to drop off your new and gently used books for children ages zero to five in the bin in the <LOCATION> before November 9th. Oceanside Unified School District, the Oceanside Public Library, and a variety of nonprofits working with young children and their families will benefit from your generosity.

Thanks to everyone who has already participated!