

MORE THAN WORDS

Empowering Youth to Take Charge of Their Lives by Taking Charge of a Business

DEAR MORE THAN WORDS PARTNER,

Thank you for hosting a drive to support the More Than Words (MTW) youth-run job training program. MTW empowers youth in foster care, court-involved, homeless, or out of school to take charge of their lives by taking charge of a business. Your donations of books, DVDs, CDs, video games, clothing, and shoes are the building blocks for MTW to grow, thrive, and employ and empower youth.

This packet will set you up with all the keys to success for a drive that provides not only quantity but quality!

WELCOME & THANK YOU!

THIS PACKET CONTAINS:

- **WE ARE MORE THAN WORDS ONE-SHEET** (great to help create interest in the drive & our mission)
- **CHECKLIST & IDEAS DOCUMENT** (great to help keep you organized)
- **DONATION GUIDELINES** (great to ensure that you collect the most beneficial items- please share this with everyone!)
- **TIPS & TRICKS DOCUMENT** (Extra help to ensure the Drive's success!)
- **8.5 X 11 PROMOTIONAL FLYERS** (great for posting on walls and bulletin boards)
- **8.5 X 5.5 HALF-SHEET HANDOUTS** (great for leaving in piles on desks and tables in common spaces)
- **EMAIL TEMPLATE** - a suggestion of language to use to promote the event via email

Once your drive is complete you can drop off all donations at a More Than Words location (Waltham: 56 Felton St. Boston: 242 E. Berkeley St.) or schedule a pickup with us at bookdrives@mtwyouth.org or 617-674-5555.

BOOK
CD / DVD
CLOTHING
DRIVE

**THANK YOU AGAIN FOR HELPING YOUTH
TRANSFORM THEIR LIVES.**

GOOD LUCK! - THE MORE THAN WORDS TEAM

MORE THAN WORDS DEPENDS ON YOUR DONATIONS TO *GROW, THRIVE* AND TO *EMPLOY AND EMPOWER YOUTH!* HERE ARE SOME OF THE WAYS YOUR DONATIONS HELP US MOVE OUR BUSINESS AND OUR LIVES FORWARD.

HIGH STANDARDS AND HIGH EXPECTATIONS

MORE THAN WORDS HOLDS US TO A HIGH STANDARD, AND THAT INFLUENCE HELPS US STAY OUT OF TROUBLE.

Before MTW a lot of us were struggling and making poor decisions. Now we're running a business and taking charge of our lives!

Working at More Than Words gives us the opportunity to learn all parts of the book business, from running a storefront and event space, to online inventory management and even a robust wholesale business.

We learn what it means to be professional; we do public speaking, conduct tours, and host events and pop-up shops.

We gain job skills and experience, get our diploma or GED and move on to jobs, college and make better life choices.



YOUR DONATIONS SUSTAIN

MORE THAN WORDS



NOT ONLY DO WE LEARN THE SKILLS THAT TRANSFORM OUR LIVES, THE EARNED REVENUE HELPS MAKE IT POSSIBLE FOR MORE THAN WORDS TO EXIST.

The revenue helps pay for the rent and our team's paychecks, and also supports MTW to provide workshops to learn how to budget our money, plan our education, and build a resume. We go on site visits to learn about a variety of companies and colleges- because even things as simple as this can help us determine our future goals. Your donations help the business we run and us to grow, thrive and help more youth in the future.

HELP US COLLECT THE ITEMS WE NEED TO TRANSFORM TO OUR LIVES!

ITEMS PROVIDING THE MOST SUPPORT

These types of items sell well and provide the most benefit to MTW:

GOOD CONDITION

Gently Used or Better

- Hardcover or Trade Paperback
- Current Textbooks
- History Books
- Religious Books
- Antiquarian, Unusual, or Collectable Books
- CD Audio Books
- Records (original cases, little or no scratching)
- Children's Books
- Cookbooks
- Art Books
- Music CDs (original cases intact, No scratches or homeburns)
- DVDs or BluRays
- Video Games
- Philosophy Books
- Coffee Table Picture Books
- Classics
- Clothing
- Shoes
- Comforters
- Linens

ITEMS PROVIDING LITTLE OR NO SUPPORT

These items seldom sell and provide the least benefit to MTW:

POOR CONDITION

- POOR - moldy, water damaged, missing pages, extreme highlighting /writing, scratched discs, discs without original cover or case

- Health (over 5 years)
- Travel Guides (over 5 years)
- Textbooks/Reference (over 10 years)
- Encyclopedias
- Periodicals or Magazines
- VHS Tapes/Cassette Tapes

MAKE YOUR MORE THAN WORDS DRIVE A SUCCESS!

We have included some ideas to help promote the Drive, and a simple checklist that you can use to help keep things organized.

PLAN THE DRIVE!		CHECK IF COMPLETED
Let us know you are having a drive.		
Determine the start date and duration of your book drive. Contact us if you want a bin or a pick up.		
Assemble all of the materials you plan to use for your promotion.		
PROMOTE THE DRIVE!		
Email the first announcement to your group.		
OR	Distribute "We Are More Than Words" Flyers to educate donors about MTW Distribute "Accepted Items Guidelines" flyers to guide donors.	
	Distribute informational half sheets to guide and educate donors.	
Post flyers in visible places around your workplace.		
Set up your drop box locations in secure and central, visible locations. Post drop-box poster above / at the drop-box location.		
Send a second email mid-way through your drive to remind everyone to donate.		
Let people know that their donations are tax deductible. (Supply tax forms if needed.).		
Send out a press release.		
Post an announcement on your Facebook, Twitter or other Social Media Page.		
CLOSE THE DRIVE/ DELIVER THE DONATIONS!		
At end of drive, carefully pack the items you collect.		
Deliver items to More Than Words OR let us come pick them up		
Send a thank you to donors.		

A FEW TRICKS OF THE TRADE TO HELP YOU COME OUT ON THE TOP!

TIPS TO MAKE EVERY DRIVE SUCCESSFUL!

- Set a GOAL and ask for help hitting it – i.e. 1000 items by end of week!
- Partner with city or town recycling program, recycling day, book swap or yard sale – ask for left over books for MTW
- Go to the community – work with schools, businesses, publishers, family, friends, libraries.
- Post on your Facebook, Instagram, and Twitter accounts
- Give different options – for example “Donate Books or Bucks” as option for those who don’t have items to donate, but still want to contribute to the drive with cash donations

HOSTING A SPECIAL EVENT?

- Decorate with books, etc as centerpiece
- Ask guests to bring one or more books as ticket
- Encourage friends, family and community to donate books in honor of someone special

ARE YOU HOSTING THE DRIVE AT SCHOOL?

- Put collection boxes in Dorms, Student Union Buildings and/or Cafeterias
- Work with other campus groups to support your efforts – service clubs, sororities/fraternities, sports teams, school clubs.
- Advertise in school newspaper, TV station and radio station
- Encourage your campus bookstore to donate books and have collection boxes at buyback

COLLECT DONATIONS IN CONJUNCTION WITH A DAY OF SERVICE.

- School, Work or Religious day of service
- Host a drive on Earth Day
- Have donation boxes at Go Green, Recycle and Reuse events
- Reading/writing Events like Children’s Book Week or National Poetry Month
- Martin Luther King Jr.’s Day of Service – www.mlkday.org
- National Volunteer Week – recruit volunteers to help run a drive

DON’T FORGET TO ACKNOWLEDGE ALL THOSE WHO DONATED!

- Recognize when milestones are hit (500 items donated of the 1000 goal)
- Send thank you notes and pass info to MTW to send thank yous as well
- Bookdrive Celebration and Thank You at MTW
- Pass info about drive to MTW to post on MTW website and newsletter

**FOR INFORMATION
ON HOW TO GET
STARTED CONTACT
THE MORE THAN
WORDS TEAM AT
(617)-674-5555**



BOOK
CD / DVD
CLOTHING
DRIVE

SUGGESTED EMAIL WORDING

BELOW IS SOME SUGGESTED WORDING FOR YOU TO USE IN YOUR EMAIL BLAST TO YOUR LIST OF POTENTIAL DONORS.

PLEASE FEEL FREE TO CHANGE THE WORDING AS NEEDED FOR YOUR PARTICULAR AUDIENCE.

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CLEAR YOUR SHELVES AND DRAWERS AND HELP
YOUTH TRANSFORM THEIR LIVES - DONATE TODAY!

Your donations of books, DVDs, CDs, video games, clothing, and shoes are the building blocks for MTW to grow, thrive and employ and empower youth.

More Than Words is a non-profit social enterprise that empowers youth who are in the foster care system, court involved, homeless, or out of school to take charge of their lives by taking charge of a business.

When: _____

What can you Donate? Paperback or Hardcover books of all kinds, Audio Books, Music CDs, DVDs, BlueRay Discs, Video Games, used clothing, comforters, blankets, shoes and other textiles!

MTW Drive Boxes will be located at: _____

Just look for the More Than Words Drop-Off Location Posters!

For more Information about More Than Words, check out:

<http://www.mtwyouth.org>

More Than Words Bookstore

242 E. Berkeley Street, Boston, MA

56 Felton Street, Waltham, MA

If you have questions please contact: (Insert Drive contact name and phone here)

Thank you for supporting More Than Words

_____(Be sure to personalize with your email signature.)_____

M>RE
THAN WORDS

BOOK

CD / DVD

CLOTHING

DRIVE

WE NEED:

FICTION

NON FICTION

RECORDS

VIDEO GAMES

CD'S &

DVDS

CLOTHES

SHOES

LINENS & MORE!

CLEAR YOUR SHELVES...HELP YOUTH TRANSFORM THEIR LIVES

Your donations will directly support our hands on job training program—empowering youth to work as a team to manage their own retail and online bookstore. With your support, our youth develop real life skills and self-confidence for their transition to adulthood.

WHEN:

**DROP BOXES
WILL BE LOCATED:**

**FOR MORE
INFO
CONTACT:**

MoreThanWords is a non-profit social enterprise that empowers youth who are in the foster care system, court involved, homeless, or out of school to take charge of their lives by taking charge of a business. **To learn more visit:**
www.MTWyouth.org or call (781) 788-0035.

M>RE
THAN WORDS



M>RE
THAN WORDS

BOOK

CD / DVD

CLOTHING

**W
R
I
V
E
D**

WE NEED:

FICTION

NON FICTION

RECORDS

VIDEO GAMES

CD'S & DVDS

LINENS

CLOTHES

SHOES

MORE!

**EMPOWERING YOUTH TO TAKE CHARGE OF THEIR
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MORE

THAN WORDS

DONATION

[BOOKS, CDS, DVDS & CLOTHING/SHOES]

DROP-OFF

THANK YOU!

If you'd like a receipt for tax deduction purposes, please see _____

MoreThanWordsisanon-profitsocialenterprise thatempowers youthwhoareinthe foster caresystem, court involved, homeless, or out of school to take charge of their lives by taking charge of a business. Visit www.MTWYouth.org or call (781) 788-0035 to learn more.



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**M>RE
THAN WORDS**

**BOOK
CD / DVD**

CLOTHING

DRIVE

- WE NEED:**
FICTION
NON FICTION
RECORDS
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CLOTHING

DRIVE

- WE NEED:**
FICTION
NON FICTION
RECORDS
VIDEO GAME
CD'S & DVDS
LINENS
CLOTHES
SHOES
MORE!

THE BEST ITEMS TO DONATE:

The items listed below will provide the most support to MTW.

ITEMS IN GOOD, GENTLY USED OR BETTER CONDITION.

- » FICTION AND NON-FICTION BOOKS
- » ANTIQUARIAN, UNUSUAL OR COLLECTABLE BOOKS
- » CURRENT TEXTBOOKS
- » CD'S AND DVD'S
- » VIDEO GAMES & RECORDS
- » CLOTHING AND LINENS
- » SHOES AND FOOTWEAR

WE DO NOT ACCEPT:

- Encyclopedias
- VHSs
- Periodicals
- Music Cassettes
- Magazines
- Damaged/Moldy Items

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**EMPOWERING YOUTH
TO TAKE CHARGE OF
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EMPOWERING YOUTH TO TAKE CHARGE OF THEIR LIVES BY TAKING CARE OF A BUSINESS!

M>RE
THAN WORDS

BOOK
CD / DVD
CLOTHING

DRIVE

CLEAR YOUR SHELVES... **HELP YOUTH TRANSFORM** **THEIR LIVES**

YOUR DONATIONS WILL DIRECTLY SUPPORT OUR HANDS ON JOB TRAINING PROGRAM- EMPOWERING YOUTH TO WORK AS A TEAM TO MANAGE THEIR OWN RETAIL AND ONLINE BOOKSTORE. WITH YOUR SUPPORT, OUR YOUTH DEVELOP REAL LIFE SKILLS AND SELF-CONFIDENCE FOR THEIR TRANSITION TO ADULTHOOD.

WHEN:

DROP BOXES WILL BE LOCATED:

FOR MORE INFO CONTACT:

EMPOWERING YOUTH TO TAKE CHARGE OF THEIR LIVES BY TAKING CARE OF A BUSINESS!

M>RE
THAN WORDS

BOOK
CD / DVD
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DRIVE

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EMPOWERING YOUTH to take charge of their lives by taking charge of a business

Tax-Deduction Receipt Form

Date: _____
Estimated # of hardcover books: _____ Estimated value: _____
Estimated # of paperback books: _____ Estimated value: _____
Other Items: _____ Estimated value: _____
Name: _____
Address: _____
Email: _____

Would you like to receive our youth email newsletter? ____ Yes ____ No
Thank you for donating books to support More Than Words' employment training program for youth. Our tax ID # is 042-784-985. Monetary donations should be made payable to "More Than Words, INC"

781-788-0035 · www.mtwyouth.org
56 Felton St., Waltham, MA 02453
242 E. Berkeley St., Boston, MA 02118



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