

BOOK DRIVES FOR BETTER LIVES™

IN PARTNERSHIP
WITH  Circle K International

CHANGING PEOPLE, PROFIT, PLANET

PROGRAM OVERVIEW 

FREQUENTLY ASKED
QUESTIONS 

THE A-LIST 

POWERED
BY  WWW.BETTERWORLDBOOKS.COM



BOOK DRIVES FOR BETTER LIVES™

- LEADERSHIP, FELLOWSHIP, SERVICE -



Circle K International

To date, the *Book Drives for Better Lives*™ Program has raised millions of dollars for literacy, diverted millions of books from landfills, created jobs for hundreds of people, and provided wonderful books to millions of readers worldwide. The rest of the story is still being written. We invite you to join us on our journey. It's only going to get better.

BOOK DRIVES FOR BETTER LIVES - CHANGING PEOPLE, PROFIT, PLANET

Achieve your Tenets of Leadership, Fellowship and Service! The *Book Drives for Better Lives*™ Program is a simple, free and real program. To keep it simple, we have created a one-stop online Client Portal to serve as your Book Drive headquarters. To keep it free, we'll send you the book drive supplies and pay to ship the books. To keep it real, your book drive will help to make a positive, life-long impact on people's lives around the world.

CHANGING PEOPLE – LEADERSHIP, FELLOWSHIP

As the Book Drive Organizers on your campus, you will develop strong communication and leadership skills that will benefit you long after graduation. Motivate your campus to be the change you want to see in the world and embrace the fellowship of working together as a club. Become a part of our socially conscious movement to promote the global equalizer- Literacy.

CHANGING PROFIT

Do good, and support the CKI Leadership Academy! Proceeds from your book drive will help fund the CKI Leadership Academy, and the funding quickly adds up. The monetary benefits don't stop there...

Using the power of e-commerce, your books will generate unrestricted funding for a non-profit literacy partner. In turn, our partners use these funds to build schools, start libraries or provide educational scholarships worldwide.

CHANGING PLANET – SERVICE

The *Book Drives for Better Lives*™ Program is designed to be an eco-friendly campus project. We help divert books from the landfill and provide your club with recycled materials to reduce the environmental impact. Pioneer the "green" service project on your campus. Lead a Book Drive today!

Better World Books is a global bookstore that harnesses the power of capitalism to bring literacy and opportunity to people around the world. We're not a traditional company with an add-on "cause" component. Social and environmental responsibility are at the core of our business. You could say it's in our DNA. Better World Books collects and sells books online to fund literacy initiatives worldwide.

GET STARTED TODAY! CIRCLEK@BETTERWORLDBOOKS.COM 800.894.0242 ext 773

FAQ'S



WHY SHOULD MY CLUB RUN A BOOK DRIVE?

Three words: People, Profit, and Planet.

People: Develop your **LEADERSHIP** skills and help to make a positive, life-long impact on someone's life and embrace the **FELLOWSHIP** of working together as club. **Profit:** Proceeds from your book drive will help fund the CKI Leadership Academy, as well as, generate funding for a non-profit literacy partner. **Planet:** Pioneer the "green" **SERVICE** project on your campus to reduce your environmental footprint and make a positive global impact.

HOW DOES THE PROGRAM WORK?

We like to think of it as a service project in a box. To keep it simple, we've outlined the basic steps below. However, you know your campus better than we do, so we encourage you to be creative and have fun - so if you want to begin right now - go for it!

1. Plan and Organize: get permission on campus and recruit volunteers
2. Promote: facebook, email, text messages, posters, be creative!
3. Collect and Pack: collect in strategic locations and pack **A-LIST** books
4. Ship: Free & Easy = FREEASY! Ship the books on our dime!

WHAT IF I'VE NEVER RUN A BOOK DRIVE?

Don't worry – we've run thousands, and we're here to help. We provide:

1. A dedicated representative to work with you every step of the way
2. All promotional materials (i.e. posters, email templates, etc.), collection bins, & shipping cartons
3. Free shipping, and local pick-ups through our Client Portal

WHAT KIND OF BOOKS ARE YOU LOOKING FOR?

Generally we are looking for textbooks, and those books used in college courses. Check out our **A-LIST** for more details.

WHAT IF WE RECEIVE BOOKS THAT ARE NOT ON THE A-LIST?

We realize that no matter how hard you try; people will donate books that are not on the **A-LIST**. Feel free to contact your Account Rep for some local donation options, or visit www.famlit.org for an interactive map of local literacy programs.

HOW MUCH WILL THIS PROGRAM COST?

Time is money, so you're already committing enough. Besides your much appreciated efforts, there's absolutely no cost to your organization. We provide you with everything you need to lead a successful book drive.

SINCE THE MOST SUCCESSFUL DRIVES OCCUR NEAR THE END OF THE SEMESTER, WILL THIS INTERFERE WITH FINALS?

Nope. We realize attending class is your number one priority; therefore, we designed this program to be minimal effort and maximum impact!



WHICH NON-PROFIT LITERACY PROGRAM DOES OUR BOOK DRIVE SUPPORT?

Circle K International has selected National Center for Family Literacy (www.famlit.org) as the official literacy partner.

WHAT DOES BETTER WORLD BOOKS DO WITH COLLECTED BOOKS?

We find the best use for each book collected in support of our mission to promote literacy. Books will be sold to generate funding for your chosen literacy program, sent to one of our non-profit partners, or recycled if unsuitable for sale or partner use; books are never thrown away.

WHO IS BETTER WORLD BOOKS?

Better World Books is a self-sustaining, for-profit social venture whose mission is to harness the power of capitalism to bring literacy and opportunity to people around the world. We partner with over 1,200 libraries and over 1,800 college campuses across the U.S. and Canada, collecting unwanted textbooks and library discards in support of non-profit literacy programs.

WHAT IS A SOCIAL VENTURE?

Social ventures operate under a for-profit business model in which success is measured by the positive impact a company makes in addressing a specific social issue; in the case of Better World Books, that issue is literacy. The primary purpose of a for-profit social venture is to generate a "social profit" by harnessing the power of commerce. By operating as a social venture, Better World Books provides its non-profit partners with a consistent and stable source of unrestricted funding, allowing them to focus on their mission of improving worldwide literacy.

WOW! HOW DO WE GET STARTED?

It's easy! Send an email to circlek@betterworldbooks.com with your name, school and phone number. We'll have an Account Rep contact you. If you'd like, give us a jingle -- 800.894.0242 ext. 773.

THE A-LIST



A-LIST (Send to Better World Books):

- College textbooks and study guides (clean and readable condition) with copyright dates from the past 10 years. (Please do not send course packets or custom publications)
- Workbooks (with no missing pages)
- Any book used in a college classroom

Highlighting and/or writing in books is fine so long as the text isn't obscured. Accompanying CD's are great to send along as well.

GRADUATE WITH HONORS:

Looking for a way to collect more books? The PreScreen Tool allows you to send books that may not be on the A-LIST, creating an opportunity to make a bigger impact. For best results, look for these types of books in clean, readable condition.

- Hardcover Fiction/Non-Fiction
- Paperbacks (must be in like new condition; copyright 1980 or newer)
- Former library books (do not remove treatments)
- Travel Books (with copyright dates from the past 5 years)

The PreScreen Tool takes your book drive to the next level. Use the Prescreen Tool to: (1) Estimate your total Accepted Book count; (2) Save time by taking the guess work out of sorting; and (3) Reduce the environmental impact of inbound shipping by sorting out DONATE or RECYCLE books. Ask your Account Rep for more details.

DONATE or RECYCLE (Please do not send to Better World Books):

We realize that no matter how hard you try; people will donate books that are not on the **A-LIST**. Additionally, you may receive books that are in poor condition including: moldy; water damaged; missing parts; broken bindings. Feel free to contact your Account Rep for some local donation/recycling options, or visit www.familit.org for an interactive map of local literacy programs.