

CKI/BWB Fundraiser for UNICEF and March of Dimes!

The new Campus Book Drive program makes it easier for clubs to raise more money for your service initiatives and make a larger environmental impact on campus!

Say goodbye to prescreening books!! Your chapter decides which level you qualify for: **Silver, Gold, Platinum, or Diamond** depending on the number of Campus Activities you select and complete. Clubs can earn up to \$1.35 per accepted book! See chart, below.

New rewards! Participants are eligible for an international trip with [Better World Books](http://www.betterworldbooks.com) and one of our Global Literacy Partners in July of 2011! Ask your Account Representative for more details! Additional rewards listed below!

Campus Activities:

- #1 **Professor Pickups** - Contact or visit at least four academic departments to arrange book pickups or host a collection bin.
- #2 **Get Administration On Board** - Make an appointment to meet with your dean, sustainability coordinator, athletic director and/or facilities director and ask them to get involved.
- #3 **Residence Halls** - Get the residence directors to sign off on placing bins in the best areas of student housing.
- #4 **Tabling Event** - Set up your table in a high traffic area the week of buyback to capture all of the books students can't sell back or want to donate.
- #5 **Facebook Page** - Get 200 "Likes" on your book drive Facebook page OR 75 comments/likes on a status update that promotes the drive.
- #6 **Ten Classroom Announcements** - Ask your professors to allow you a minute or two at the beginning of class to talk about your book drive.
- #7 **Chain Email Blast** - Use the email we provide to notify everyone in your network when and where the book drive is happening.
- #8 **Delegate Three Coordinators** -1 for promoting the drive, a 2nd for monitoring and emptying collection bins and a 3rd to coordinate packing and shipping the books.
- #9 **Lecture Your Professors** - We'll give you a PowerPoint slide to share with all the academic departments and as many professors as you can so they can show it at the beginning of all their classes.
- #10 **Bookstore Buddies** – Convince your bookstores (on or off-campus) to give you their unwanted books, even better if they allow you to place a collection bin in the store during buyback.

Funding per Accepted Book (AB):

	Tier Levels			
	Silver	Gold	Platinum	Diamond
Activites	0	2-3	4-5	6-7+
Funding	\$0.50/AB	\$0.60-\$0.70/AB	\$0.80-\$0.90/AB	\$1-\$1.10/AB
Bonus for 1k+ AB	\$0.25/AB	\$0.25/AB	\$0.25/AB	\$0.25/AB

Additional Rewards:

1. **Win an International Trip!** The student who sends the most accepted books will win an **all expenses paid international trip in July, 2011** with one of our global literacy partners. There will be two lucky winners - one from the Fall and one from the Spring book drive (all tiers eligible).
2. **Online acknowledgement.** Your club did a great job bringing in the books, so the top ten clubs/chapters will get recognition online! (all tiers eligible)
3. **Recognition Certificate.** Each club receives a Certificate of Completion appropriate for posting on your website (all tiers eligible).
4. **Chance to win a Semester of Free Books!** Qualify to enter a drawing for a free semester of books -payable in a \$500 gift certificate at [Better World Books](#). (Gold, Platinum and Diamond)
5. **Win a coveted “Well Read” or “That’s What She Read” T-shirt.** Each of the top 3 groups that send the most accepted books will win free 10 T-Shirts (eligible tier: Diamond only).
6. **Proof of your Environmental Impact:** Impress your campus administration with your environmental impact. Each group will have online access to a report showing the impact made by your efforts (BWB does the math for you)!

Better World Books received the Wastewise National Gold Achievement Award in 2009 for paper reduction and 2010 for climate change from the EPA. Thank *you!*

Example of Campus Environmental Impact Summary

End Destination of Book	Total Books ReUsed or Recycled	Books(lbs)	Trees	Water(g)	Greenhouse Gases(lbs)	Landfill Space(cu yd)	Electricity (Kwh)
Recycled	899	1,231	15	5,222	1,259	2	2,921
Reused	1,912	2,618	32	24,960	2,759	5	6,403
Grand Total	2,811	3,849	47	30,182	4,018	7	9,324

Contact your Better World Books Account Representative and get started!

Email: Campus@BetterWorldBooks.com