

HOST A BOOK DRIVE

What is it?

This activity is a book collection so parents can read to their babies in the Neonatal Intensive Care Unit (NICU) and/or provide books for big brother and big sister to enjoy while visiting their sibling.

This is the time to grab your favorite childhood reads, or books that help to explain the NICU journey and pass along the story to parents and their children.

HOW YOU CAN DO IT:

- 1. Assign a lead:** Assign one two volunteers to lead this engagement and to liaison between March of Dimes and your volunteers.
- 2. Get connected:** Connect with your March of Dimes staff contact listed at the bottom of this page to let them know your interested in providing books to a NICU/hospital partner and [signup at March for Babies – Days of Movement](#).
 - Your March of Dimes staff contact will reach out to the March of Dimes NICU Family Support Team/Market Staff to determine a hospital in your area that your chapter can partner with. **It's important to reach out first to the MOD staff contact.** Depending on the relationship with the site, your chapter might work directly with a contact at the hospital or through the local MOD staff contact.
- 3. Make a plan:** Once you have a contact, check out the volunteer checklist on the back, and with your primary contact start answering the first set of questions with your group of volunteers. You can use the second set of questions to get more information from the NICU/hospital staff. Feel free to add your own questions too!
- 4. Do It:** Collect books and donate them to your NICU/hospital partner.
- 5. Celebrate:** Each time your group does this activity, send out “thank you” emails/notes to the members that participated and to the staff who supported at the hospital.
- 6. Be counted:** Let us know you've taken this action and give us feedback by [fill out this form](#).

Please note that each NICU/hospital partner has different requirements of volunteers. Some hospitals might require volunteer training to access the facility.

WHY IS IMPORTANT?

Being in the Neonatal Intensive Care Unit (NICU) is a scary and uncertain time. Providing families with opportunities to connect with their children through reading is a special gift.

NICU babies still love and respond hearing their parents voice. This helps promote bonding if parents aren't able to hold their little one.

TOOLS (ON BACK)

- Volunteer Checklist
- Book & Collection Timing Ideas
- Surprise and delight ideas

VOLUNTEER CHECK LIST

Please walk through the checklist with your primary contact as you plan this engagement and determine with your group what's feasible.

Questions to figure out with your March for Babies team:

- How long would you like to collect the books and what day would you conclude your book drive?
- Will volunteers be purchasing items or collecting donations? Who will store the books?
- If a donation, who do you intend to ask?
- Who will drop off the books? Do you intend to have volunteers drop off books?

Questions to ask the NICU/hospital site:

- Are volunteers able to bring the books to the hospital?
- Does the hospital have restrictions on volunteers?
 - If so, be very specific in what is feasible for volunteer engagement at the site.
 - Often, NICU's don't allow visitors during COVID, cold and flu season, or else keep volunteer activities separate to protect the babies.
- How many and what type of books are needed (approx.) for this site?

BOOK & COLLECTION TIMING IDEAS:

Providing a book is such a special gift. Here are a few ideas for books your group can collect and natural times throughout the year to host a collection. If these don't work for your group, simply pick other times that work for you and the NICU/hospital partner.

- Collect children's books in between or during your fundraising efforts.
 - Babies first board book
 - Books for siblings (consider a variety of reading and age levels)
 - Favorite childhood book
 - Newborn books (Oh, the Places You'll Go, The Very Hungry Caterpillar, The Rainbow Fish, Where the Wild Things Are, etc.)



SURPRISES & DELIGHT

If your volunteers are interested in adding a surprise to the book drive or for the NICU/hospital partner, here are some ideas:

- Write an encouraging note to the families – ask your March of Dimes staff partner for approved messages.
- Write “thank you” notes to the NICU staff for all their support of moms and babies.
- Write a note about why this is your favorite book and put it in the book.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Centralsupport@marchofdimes.org

800-906-3463

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DONATION FORM

ITEM DONATION FORM – INDIVIDUAL

In order for individual donors to receive acknowledgement for their in-kind donation. Please provide the following information for each donor.

DONOR CONTACT INFORMATION

Donor name: _____ Donor signature: _____

Date of Donation: _____

Address: _____

Contact name: _____

Phone number: _____ Email: _____

DONATION:

This shipment includes:

_____ (quantity) of _____ (item) total value of items \$ _____

_____ (quantity) of _____ (item) total value of items \$ _____

_____ (quantity) of _____ (item) total value of items \$ _____

Please ship to:

March of Dimes Fulfillment Center
c/o Lamar Glidewell
200 Charis Drive
Moody, AL 35004
Phone: 205-947-4530

Email the donation form to **Patty Gentry** at **PGentry@MarchofDimes.org**.
Please include a printed copy of donation form in your shipment as well.

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