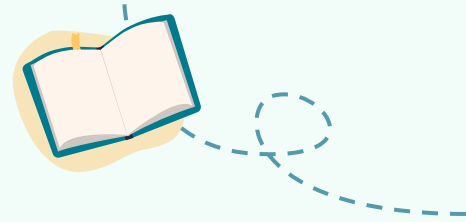




Books for Keeps

Fundraiser by SAUGA 2023

Client History



- 501(c)(3) nonprofit organization in Athens, Georgia
- Founded in 2009 by Melaney Smith
- 1,000,000+ books donated
- Promotion activities:
 - Merchandise
 - Unsuccessful but consistent social media



SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Literacy mentorship• Book donations• Authenticity• Supporting schools and kids• Partnering with Dolly Parton's Imagination Library• Blog	<ul style="list-style-type: none">• Nothing that sets them apart• Low income• Lack of sponsors• Poor social media engagement• Dependent on donations; no fundraisers• Lack of activity in the summer	<ul style="list-style-type: none">• Volunteering/ clubs• Better website/social media• Community• Book fair• Book drive Book exchange• Modernize, use new technology	<ul style="list-style-type: none">• Other non profits• Digital books• Decreased interest in reading• Libraries



Target Audience



- Teachers
- Kids
- PreK-12
- Parents
- Learning disabilities like dyslexia
- No access to books/libraries
- Foreigners
- Low income (need books)
- Middle income (give books)
- High income (donate cash/books)



Key Message

Our mission is to build a pathway for our community through the provision of learning materials to harbor a desire for education.

Key Words: Pathway, Education, and Community

- Pathway- Setting up/building a future regardless of people's life circumstances
- Education- Expanding people's knowledge and providing proper learning materials
- Community- Making connections through the community for a better education



01

Offline Campaign

Event - Map - Press Release - Posters





Offline Event

The **Work Hard Play Hard Festival** is an event to help raise money and donate books for the Athens community.

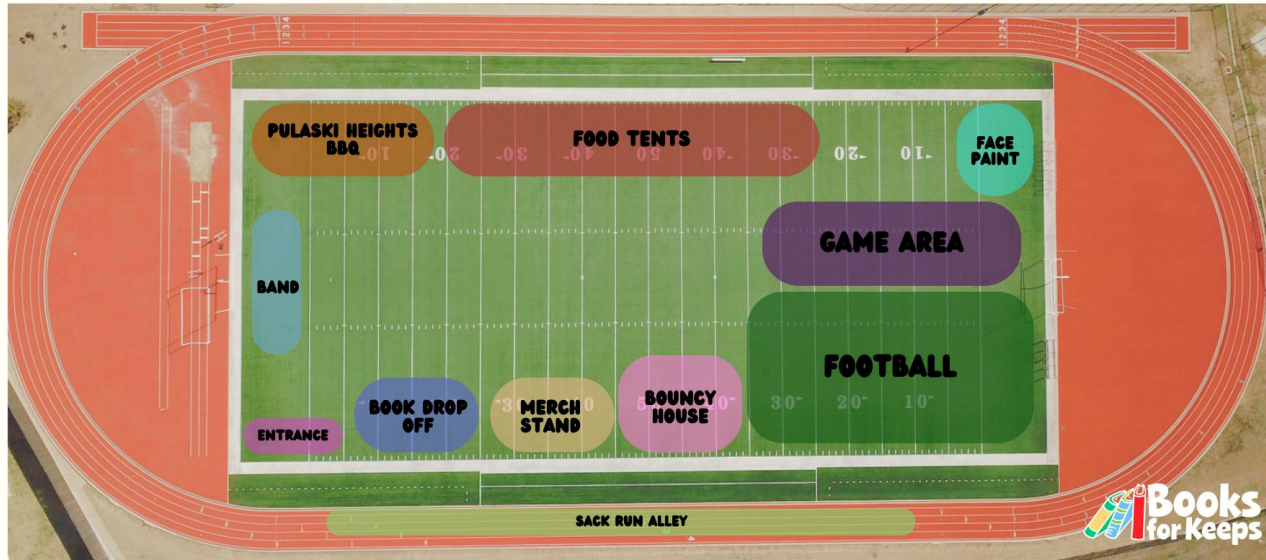
- **Location:** Clarke Central High School
- **Time:** 1-8 p.m.
- **Date:** May 27, 2023
- **Events:** Live music, favorite book character dress up contest, book drop-off
- **Games:** face paint, football, ring toss, corn hole, bouncy house, four square, sack run, hula hoop
- **Food:** catering by Pulaski Heights BBQ
- UGA students will volunteer to serve food and work events





Work Hard, Play Hard Festival

FESTIVAL MAP



Press Release



FOR IMMEDIATE RELEASE

SAUGA23

000-000-0000

[Info@booksforkeeps.org](mailto:info@booksforkeeps.org)

Books for Keeps to host *Work Hard, Play Hard Festival*

ATHENS, Ga., June 14, 2023 – On Saturday, May 27, from 1 -8 pm, at Clarke Central High School, Books for Keeps is holding the *Work Hard, Play Hard Festival*. This fundraiser is an effort to build a pathway for our community through the provision of learning materials to harbor a desire for education.

All members of the community are welcome to attend this charity event and volunteers are needed. The *Work Hard, Play Hard Festival* will include a book donation station, field games, football, face paint, a bounce house, and live music. Food will be catered by Pulaski Heights Barbeque and students from Spoon University. Game stations will be run by child volunteers receiving aid from Books for Keeps with the help of students.

"Books for Keeps has had community service in mind from the start," said the founder of Books for Keeps, Melanie Smith. "In all fundraising events and campaigns, we aim to host fun, bonding rendezvous for our community, while simultaneously collecting donations to help promote education and provide resources for people of all ages."

Kick off the summer by enjoying food and games. Volunteers can receive learning service hours by helping us raise funds in order to provide learning materials for children during the summer.

For additional information on the *Work Hard, Play Hard Festival*, email info@booksforkeeps.org.

About Books for Keeps:

Books for Keeps is a 501(c)(3) nonprofit organization located in Athens, Georgia. Founded in 2009, we believe that by creating open, equal, access to books. Through our work, we strive to offer children the opportunity to connect the joy of reading with the thrill of discovery. Visit our [website](https://www.booksforkeeps.org), and connect with us on [Instagram](https://www.instagram.com/booksforkeeps), [Facebook](https://www.facebook.com/booksforkeeps), and [Twitter](https://twitter.com/booksforkeeps).

Event Posters



WORK HARD, PLAY HARD FESTIVAL



**MAY 27 1:00–8:00 PM
AT CLARKE CENTRAL FOOTBALL FIELD**

- FESTIVAL GAMES
- FOOD
- LIVE MUSIC
- BOOK CHARACTER COSTUME COMPETITION



WORK HARD, PLAY HARD FESTIVAL

CALLING ALL VOLUNTEERS!



**TO VOLUNTEER, PLEASE ARRIVE AT 11:30 AM
ON MAY 27TH**

CLARKE CENTRAL FOOTBALL FIELD

RAISE MONEY TO BUY BOOKS FOR KIDS IN NEED

- VOLUNTEER HOURS
- HELP KIDS RUN FOOD AND GAME STANDS
- HAVE FUN



02

Online Campaign

TikTok - Twitter - Facebook - Instagram



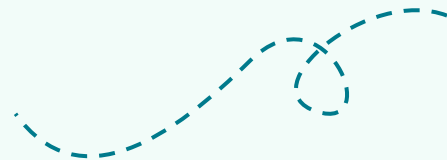


TikTok

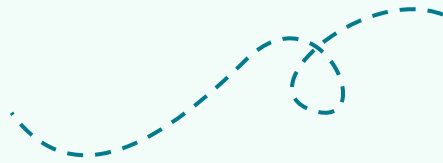
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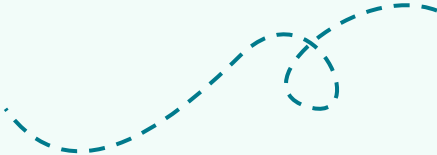
<https://drive.google.com/file/d/1ZM2ZOs252u4nDKaX1ZbcAXTkYLVjwWUM/view?usp=sharing>



First TikTok



Second TikTok



Third Tiktok



Twitter



 **Books for Keeps**
@BooksForKeeps

Will you be joining us at our Work Hard, Play Hard Festival on May 27th from 1pm - 8pm?

92% YES!!!

8% No :(

1.1K 6K

This screenshot shows a tweet from the account 'Books for Keeps' (@BooksForKeeps). The tweet asks if users will join the 'Work Hard, Play Hard Festival' on May 27th from 1pm to 8pm. Below the text is a poll showing that 92% of respondents answered 'YES!!!' and 8% answered 'No :('. The tweet has received 1.1K retweets and 6K likes.



 **Books for Keeps**
@BooksForKeeps

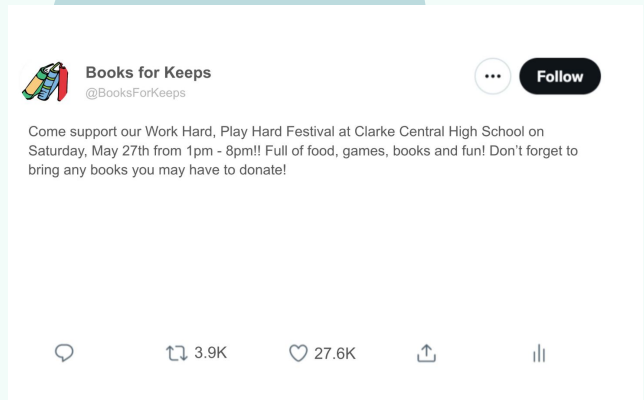
Searching for UGA student volunteers for our Work Hard, Play Hard Festival! Anyone willing to set up stations or games in exchange for community service hours would be much appreciated!! If you're wanting to volunteer, please be at Clarke Central High School by 11am on May 27th!!




Work Hard, Play Hard Festival
LOOKING TO SERVE!?
CLARKE CENTRAL HIGH SCHOOL
350 S Millledge Ave. Athens, GA 30605
MAY 27th 11:00 AM-8:00 PM

Add another tweet

This screenshot shows a tweet from 'Books for Keeps' (@BooksForKeeps) seeking UGA student volunteers for the 'Work Hard, Play Hard Festival'. The tweet includes a poster for the event, which is held at Clarke Central High School on May 27th from 11:00 AM to 8:00 PM. The poster features a sun icon and a stack of books. Below the tweet is a text input field with a book icon and the placeholder text 'Add another tweet'.



 **Books for Keeps**
@BooksForKeeps

Come support our Work Hard, Play Hard Festival at Clarke Central High School on Saturday, May 27th from 1pm - 8pm!! Full of food, games, books and fun! Don't forget to bring any books you may have to donate!

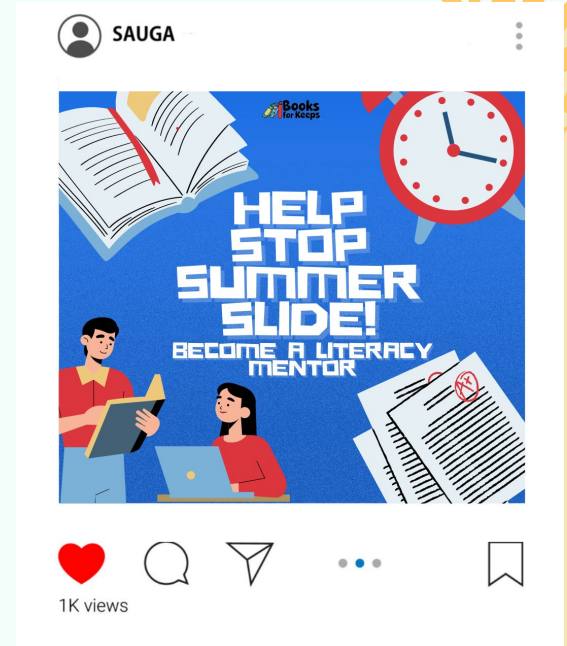
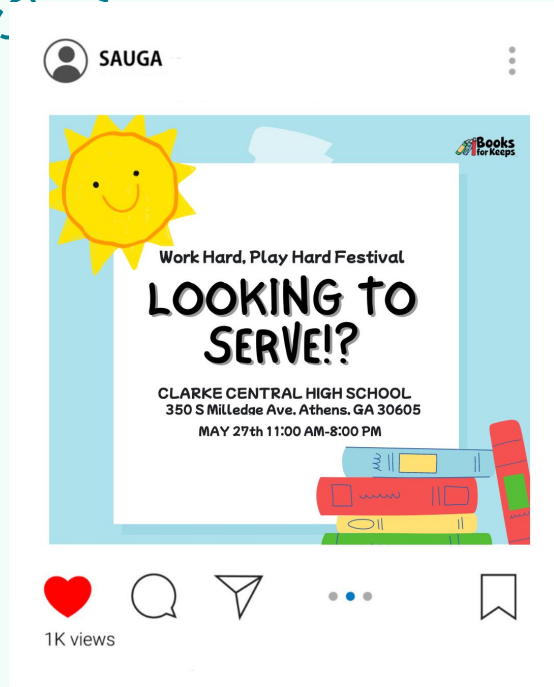
3.9K 27.6K

This screenshot shows a tweet from 'Books for Keeps' (@BooksForKeeps) inviting support for the 'Work Hard, Play Hard Festival' at Clarke Central High School on Saturday, May 27th, from 1pm to 8pm. The tweet mentions that there will be food, games, books, and fun, and asks people to bring any books they have to donate. The tweet has received 3.9K retweets and 27.6K likes.

Facebook



Instagram



Merch





Thank You!

