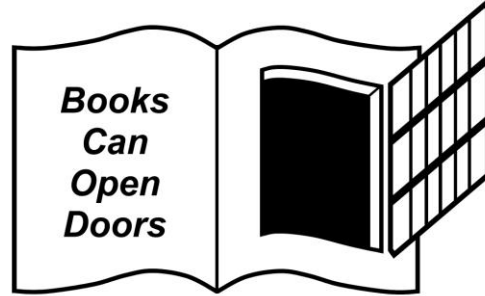


Prison Book Program Event Kit

Hello, and thanks for your interest in hosting a fundraising event for Prison Book Program!

As you may know, Prison Book Program provides individual prisoners with free books. With prisoners isolated in facilities that have chronically insufficient educational opportunities, we provide these materials to improve the lives and communities of prisoners to greatly reduce the likelihood of their return to the prison system.



Prison Book Program
www.prisonbookprogram.org

Prison Book Program (PBP) is an all-volunteer non-profit with 501(c)(3) status. Since nobody at PBP gets paid, we are able to focus our money on mailing supplies and postage.

It costs an average of \$3 to mail a package of books to a prisoner. This means that every \$3 you raise will cover the cost of sending a package of books to a prisoner who has limited access to valuable reading materials.

We hope that this kit will provide you with enough guidance and pre-made materials to have an amazing event. Use as much of the supplied materials as you desire. If you would rather make your own materials, go for it! This is your event!

Materials

To get the most from your event, we suggest the following items:

General Items	Notes
Email-style announcement to email or post on Facebook, MySpace, or your blog	Included in this kit
Press release for school/local newspapers	Included in this kit
Sample letters from prisoners	Included in this kit
Flyers	Several templates available on our at: www.prisonbookprogram.org
Small Signs to post at your event	Included in this kit
Prison Book Program information sheet	Included in this kit
Email sign-up sheet	Included in this kit
“Event summary” form	Included in this kit
Task checklist	Included in this kit

Event-Specific Items	Notes
Raffle Tickets	Available at: www.prisonbookprogram.org
Walk-a-thon pledge form	
Silent auction bid form	

Generate Interest for Your Event

In order to help as many prisoners as possible, you need to make your event known to as many people as possible. Here are a few ideas:

- **Send/post an email-style press release** to inform family, friends, and co-workers about both your event and Prison Book Program. It can also be used as a post on Facebook, MySpace, your blog, etc. A sample email/post is included in this kit.
- **Send electronic invitations** through evite.com, pingg.com, or a similar site. You can even use an invitation to invite co-workers to take note of a collection area located in the workplace.
- **Post flyers** in libraries, community centers, coffee shops, local businesses, grocery stores, and any location where space is allocated for the posting of flyers. Several templates are available at: www.prisonbookprogram.org . Simply download a template and fill in the specifics of your event. Writing the specifics of your event by hand can help grab attention.
- **Community access television** stations often have space available for community events and announcements. You may be able to find your local cable channel at <http://www.communitymedia.se/cat/linksus.htm>
- **Send a press release** to your school/local newspaper. It could result in a brief article or a listing in an community events section. This typically needs to be done at least one week in advance of the paper's printing date. A sample press release is included in this kit.
- **Create a fundraising webpage** at Firstgiving.com. Prison Book Program is set up to accept funds raised from the fundraising pages of supporters. The pages are easy to set up and offer participants an easy way to donate money to your fundraiser if they can't do so in person. Visit www.firstgiving.com/16111 to check it out.

Deliver the Funds, Books, and Other Materials to PBP

Once you finish your event, you can get the necessary materials to us by the methods listed below.

Item to submit	Electronically	By mail
Monetary Donations	Donate through your fundraisers webpage at www.firstgiving.com/161111 OR Use your credit card to transfer the funds via Paypal by visiting: www.prisonbookprogram.org	Mail a check or money order payable to "Prison Book Program" to: Prison Book Program 1306 Hancock Street, Suite 100 Quincy, MA 02169
Email list	Scan the list and save as a .pdf or .jpg file. Email the file to: info@prisonbookprogram.org	Mail to: Prison Book Program 1306 Hancock Street, Suite 100 Quincy, MA 02169
Event Summary	Answer the summary questions in an email to info@prisonbookprogram.org	
Books	N/A	

If you live in the Boston area, feel free to drop off any donations, materials, or books to us at 1306 Hancock Street in Quincy, MA during our volunteer hours. Our volunteer hours are listed at www.prisonbookprogram.org.

Sample Press Release

-----start-----

FOR IMMEDIATE RELEASE

Local ["Fundraiser" or Event] to Benefit Prisoner Education

[City, State] - [Month] [date], [year] - [Organization name or "A (group of) local activist(s)"] [is/are] holding a [event] to offer the public an opportunity to find out more about: the Prison Book Program, its mission to send free books to prisoners, opportunities to contribute to the program, and prospects for involvement. This event is scheduled for [date] from [time frame] at [location/address].

According to Harvard sociology professor and author, Bruce Western - a member of Prison Book Program's board of advisors - "America's prisons have become vast repositories of poor men with little schooling and few prospects. Prison education, and the books to support that education, are urgently needed to help reverse mass incarceration."

[Two or three sentences describing the event.]

Prison Book Program is an all-volunteer non-profit, formed in Cambridge, Massachusetts in 1972. Prison Book Program provides individual prisoners with free books, and is the longest-running, and one of the largest books-to-prisoners programs in the country. With prisoners isolated in facilities that have insufficient educational opportunities, Prison Book Program provides these materials to improve the lives and communities of prisoners to reduce the likelihood of their return to the prison system.

Approximately 200 prisoners per week write to the program requesting books. After reading a request, volunteers select books from a library of more than 4,600 donated books. The books are then sent to the prisoner at no cost. Last year, Prison Book Program sent over 10,000 books to prisoners across the United States.

For more information about this event, please contact [event organizers' name] at [phone #].

For more information about Prison Book Program, please contact Shawn at info@prisonbookprogram.org or visit www.prisonbookprogram.org.

Contact Info:

[Your name]

Phone: [your phone #]

Email: [your email]

Web: [your website, if any]

###

-----end-----

Sample email to friends, coworkers, etc.

-----start-----

Hi everyone,

I wanted to let you know about a [event] that I am coordinating for Prison Book Program. The [event] is going to be held on [date] from [time frame] at [location/address]. [optional link to directions.]

[One or two or three sentences describing the event] [One or two sentences about how people can participate (by registering, signing up, etc.).]

Prison Book Program is an all-volunteer non-profit, formed in Cambridge, Massachusetts in 1972. Prison Book Program provides individual prisoners with free books. It is the longest-running books-to-prisoners program in the country, and it is one of the largest. With prisoners isolated in facilities that have insufficient educational opportunities, Prison Book Program provides these materials to improve the lives and communities of prisoners to reduce the likelihood of their return to the prison system.

Approximately 200 prisoners per week write to the program requesting books. After reading a request, volunteers select books from a library of more than 4,600 donated books. The books are then sent to the prisoner at no cost. Last year, Prison Book Program sent over 10,000 books to prisoners across the United States.

[One or two sentences about the importance of the item being collected. For fundraisers: It costs an average of \$3 to mail a package of books to a prisoner. This means that every \$3 you raise will cover the cost to send a package of books to a prisoner who has limited access to valuable reading materials.]

You can find out more about Prison Book Program at www.prisonbookprogram.org.

If you are not able to participate in the [event], you can donate directly to Prison Book Program by visiting www.prisonbookprogram.org. Since Prison Book Program is a registered 501(c)(3) nonprofit, all donations are tax-deductible.

I look forward to having you involved,

[Name]

-----end-----

Sample of Electronic Invitation

-----start-----

[One to three sentences describing the event] [One or two sentences about how people can participate (by registering, signing up, etc.).]

Prison Book Program is an all-volunteer non-profit that provides individual prisoners with free books. Last year, they sent over 10,000 books to prisoners across the United States.

If you are unable to participate, you can make a tax-deductible donation directly to Prison Book Program by visiting www.prisonbookprogram.org.

I look forward to having you involved.

-----end-----

MILTON SANTIAGO
0542033
SOUTHPORT CORRECTIONAL FACILITY
P.O. BOX 2000 PINE CITY NEW YORK 14871-2000

TO : LUCY PARSONS
FROM : MILTON SANTIAGO
SUBJECT : Received G.E.D. BOOK 😊
DATE : 7/25/07

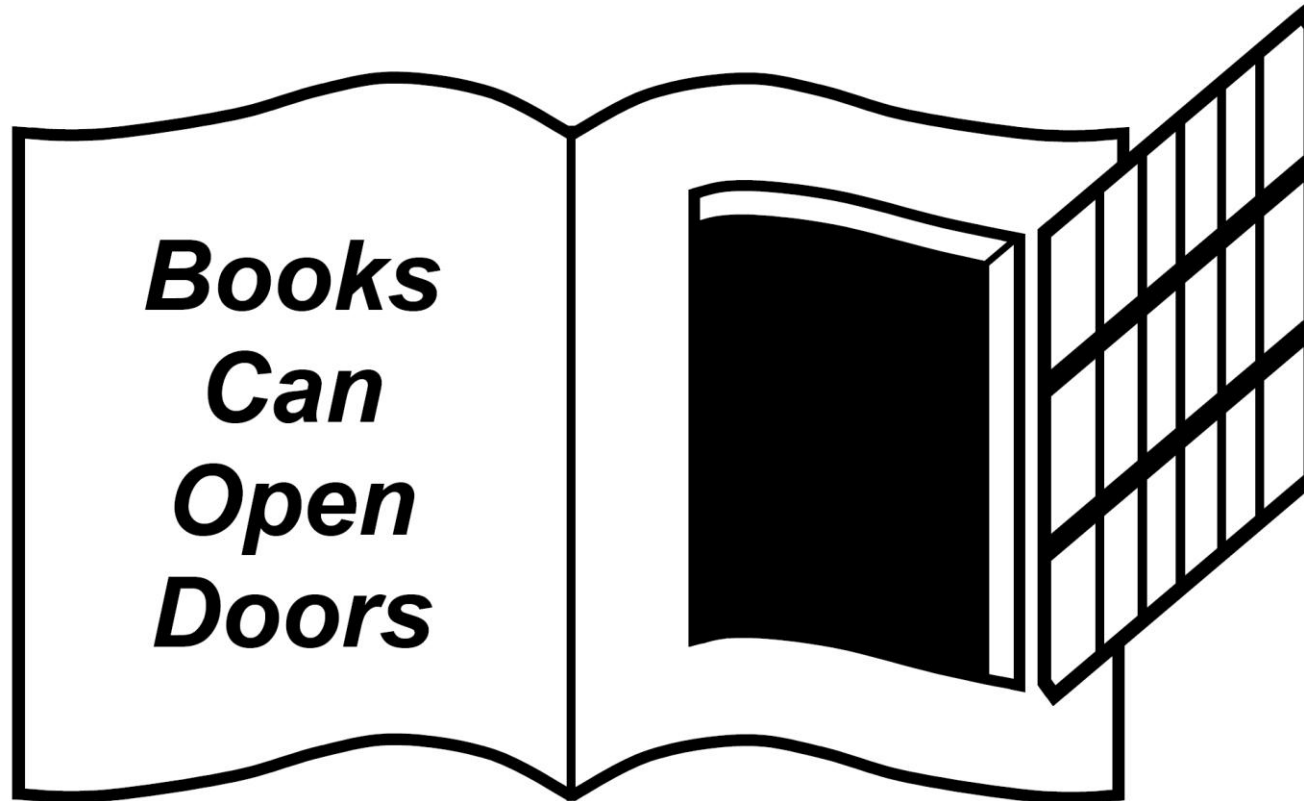
Hi Lucy!

IM SO HAPPY LUCY, YOU GAVE ME A GREAT BOOK. IM IN STUDYS AS IM WRITING; HOWEVER I HAD TO WRITE YOU TO LET YOU KNOW I RECEIVED THE "MC GRAW-HILLS G.E.D. BOOK"! THIS WAS THE BOOK I ACTUALLY WANTED, SO BUD, AND LOOK, LONG AND BEHOLD LUCY SENDS IT TO ME. I LOVE YOU GUYS, THANK YOU SO MUCH. I WILL KEEP YOU UP TO DATE WITH MY EXAMS O.K.! SEND MY HI'S TO YOUR STAFF. THANK YOU A MILLION TIMES LUCY AND STAFF. MILTON SANTIAGO 0542033



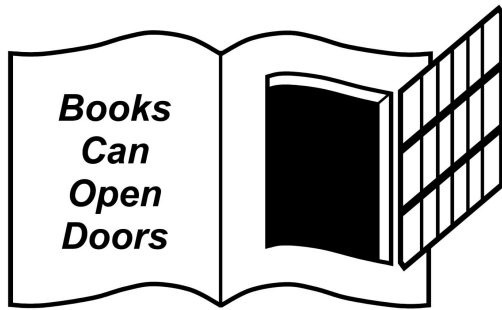
PBP receives "thank you" notes, like this one from Milton Santiago, from men and women around the country.

Your tax-deductible donation
to this event will benefit:



Prison Book Program
www.prisonbookprogram.org

Prison Book Program is an all-volunteer, non-profit organization with 501(c)(3) status.



Prison Book Program
www.prisonbookprogram.org

The Prison Book Program (PBP) is a grassroots organization committed to sending free books to men and women incarcerated across the country. We have been in operation since 1972. We are an all-volunteer, 501(c)(3) nonprofit.

The program receives letters from individual prisoners; we respond to requests by searching through our shelves of donated books and sending a package of books to the letters' authors.

Who asks for books?

Prisoners, of course. To be specific, the most recent statistics on the US prison population show that:

- In state and federal prisons, 38.24% of prisoners are black, 34.2% are white, and 20.8% are Latino.
- 93% of inmates are male, 7% are female.
- Incarceration rates for men without high school degrees, ages 20 - 40 are: 6.7% of whites, 1% of Latinos, and 32.4% of black men.

- State prisons are generally operating at or above full capacity, with federal prisons up to 36% over capacity.
- 55% of federal prisoners have been convicted of drug-related crimes.
- For felonies, the average prison sentence was 57 months in 2004, compared with 50 months in 1994.
- No other nation in the world incarcerates more people, or a higher percentage of its population, than the US.

Who volunteers?

Everyone working for and with PBP is a volunteer. A core group organizes and maintains the program. Other volunteers come on a regular basis or help when they can spare the time.

Some volunteers turn to PBP as a form of activism in response to the imprisonment of a loved one. Others volunteer because they value the importance of reading, education, and universal access to books.

What do volunteers do?

PBP receives around 200 book requests per week from prisoners across the US.

Volunteers read prisoners' letters, find suitable books from our library of over 4,600 donated books, and package those books for mailing.

Volunteering Location and Hours

PBP is located in the basement of the United First Parish Church in Quincy, MA. The Quincy Center T-stop is located directly across from the church. Enter through the basement door on Temple Street.

We are open:

- Tuesdays: 6:30pm - 9:00 pm
- Thursday: 6:30pm - 9:00 pm
- Occasionally on Saturdays. Check our website for details.

Donations

Books

We can use most non-fiction and fiction in new or very good condition. Dictionaries, GED manuals, and textbooks are especially appreciated. Due to prison regulations, we typically only send paperback books.

Money

The majority of our budget goes to postage for book packages. Monetary donations are always appreciated. You can donate online at our website or mail a check or money order, made out to "Prison Book Program."

Mailing List

If you are interested in getting our monthly e-newsletter and finding out about PBP events, leave us your name and address by mail, phone, email, or in person if you come to volunteer.

Prison Book Program
1306 Hancock Street, Suite 100
Quincy, MA 02169

www.prisonbookprogram.org
info@prisonbookprogram.org

PBP has 501(c)(3) status, so all donations are tax-deductible. Just ask for a receipt.

Event Summary

We would love to hear about your event! To keep us aware of the great work our volunteers perform, and to help improve future events, fill out and mail this form to us or email your responses to info@prisonbookprogram.org

Your name: _____ Date of event: _____

Your email: _____

Your address: _____

Type of event: _____

Number of people who organized/staffed the event: _____

Number of people who donated/participated: _____

My event raised/collected (fill in amounts for all that apply):

_____ dollars

_____ dictionaries

_____ books

_____ other (specify): _____

Some of the things that went well were: _____

Some of the challenges were: _____

The fundraising kit could be improved by: _____

Additional comments: _____

Event Checklist

Pre-Event Checklist

√	Item	Note to self
	Set date, time, location, process	
	Send out press release	
	Send out electronic invitation	
	Post info on Facebook, MySpace, blog, etc.	
	Gather materials	
	Download flyers from www.prisonbookprogram.org and fill in the event info	
	Copy and post flyers	
	Copy PBP email sign-up sheet	
	Copy PBP info sheets	
	Create and post signs	

Post-Event Checklist

√	Item	Note to self
	Give donations to PBP	
	Send email list to PBP	
	Send "Events summary" form to PBP	