

LOCAL CHAPTER

SECOND VICE-PRESIDENT/COMMUNICATIONS COMMITTEE CHAIR

Resources to assist you in your role are available online at trta.org/communications-committee.
Coordinate with Technology Contact to maintain and update webpage, newsletters, and social media.
Social media examples include Facebook, Instagram, and Twitter etc.

Monthly Reminders

July

- Provide District 2nd VP the local chapter names and contact information for Children's Book Project (CBP), Webpage, programs and publicity
- Plan and choose committee for CBP, webpage and publicity
- Visit the Communications Committee webpage for activities and resources

August

- Publicize and participate in state, district and local chapter events
- Continue to collect books, update webpage, and social media

September/October

- Communicate CBP plan to local chapter membership
- Order book plates and continue to collect books
- **Attend the District Fall Conference as scheduled**

November/December

- Publicize events in local media, webpage and social media
- Complete distribution of books and publicize events with media outlets

January/February

- Start compiling books for the new year, continue ongoing CBP plan and update webpage
- **Compile book totals for previous year and submit report totals to District 2nd VP by February 15**
- **District 2nd VP verifies CBP online local chapter reports by March 1**

March/April/May

- Announce district and local chapter book totals to membership
- Finalize plans to attend 2nd VP training session at the TRTA Convention
- **Plan to attend the District Spring Conference (2nd VP session) as scheduled**
- Continue ongoing CBP plan, update webpage, newsletters, social media and publicize events

The following items are available at trta.org/communications-committee

- Local Chapter 2nd VP/Communications Committee Chair One-page Summary
- District & Local Chapter 2nd VP Activities
- State, District & Local Chapter Communications Committee Chair Activities
- District & Local Chapter 2nd VP Monthly Calendars
- Children's Book Project Guidelines
- Children's Book Project Online Report Form
- TRTA Style Guide
- Press release samples of the Children's Book Project, Volunteer Service, Student Award Scholarships, District Spring and Fall Conferences
- Facebook page guide for Local Chapters



CHILDREN'S BOOK PROJECT GUIDELINES

The Children's Book Project (CBP) is a service activity initiated by local chapters of TRTA. The purpose is to put books into the hands of children who otherwise would not have books of their own. The guidelines for the Children's Book Project involve using membership donations, money from fundraising efforts, or contributions from local businesses to purchase books.



As Second Vice-President, you will be responsible to make an official decision as to how the book project will be implemented. The President, Second Vice-President, the project chair (if there is one) and CBP committee members should be promoters of this endeavor.

Steps for Implementing the Children's Book Project

1. Determine the group(s) of children who are to be targeted which might include schools, shelters, or Head Start program. Books may also be given to children who visit community clinics, receive toys from toy drives or food from food banks, or who are in juvenile justice centers, etc.
2. Obtain books. (See Below)
3. Contact the appropriate person for permission to distribute books and determine delivery date.
4. Order book plates for the number of books collected for the project from the TRTA office to be placed inside the books. Email info@trta.org with your name, address, local chapter and quantity. Book plates come in a pack of 250.
5. Place book plates in the books noting the local chapter.
6. **Present books** personally to the group of students or entity.
7. Publicize efforts with photos and information to local media. **No images of children's faces allowed.**

Suggestions on How to Obtain the Books

The books might be donated to the local chapter by community or student service organizations such as Lions Club or Girl Scouts of America, for distribution by the chapter. Also, the local chapter might purchase books from free or discount sources with funds raised or contributed. Examples include Scholastic Books (www.scholastic.com/bookfairs), Half-Price Books and online sites at www.rif.org, www.wilbooks.com/freebooks, www.literacyempowerment.org, www.bookcloseouts.com, and www.kidsurplus.com. Even dollar stores have appropriate books for some groups of children. You may also apply for a Thrivent Financial grant if you are a policy holder with the company (www.thrivent.com or call 1.800.847.4836).

Local Chapter Second Vice-President Reporting Book Total Online

Report the actual number of distributed books online by February 15. Report the actual number of books distributed during the period of January 1 through December 31 of the previous year. Cash donations that have been collected for the Children's Book Project must be used **ONLY** for purchasing books that are distributed to children.

District Second Vice-President Monitoring and Finalizing Book Total Online

The District Second Vice-President will monitor the local chapter book totals and finalize the district book total online by March 1.

Publicize the Children's Book Project on the TRTA Facebook Page

Send images and information to info@trta.org for inclusion in the CBP album on the TRTA Facebook page. When submitting images, please include the following: local chapter name, number of books distributed, who received the books, why were the recipients of the books selected, grade or ages of the recipients. **No images of children allowed.**

Visit www.trta.org/communications-committee to view resources to assist you in the role as a Local Chapter Second Vice-President/Communication Committee Chair.