



# **The First Book – ECELC Partnership**

**Supporting your program goals through access to books and resources.**

Nemours and First Book are teaming up to help National ECELC Project participants get more high-quality books for the children you serve.

## **Frequently Asked Questions and Tips**

There's no such thing as a bad question. So in case you are wondering, or "What is the First Book Marketplace" or "How else can First Book help me get books to my kids?" here are some FAQs and tips to help you get registered and connected to books for kids!

### **Who is First Book?**

First Book is a nonprofit social enterprise that distributes tens of millions of new books and educational resources every year to more than 60,000 schools, programs and early care providers serving children in need nationwide. First Book's mission is to elevate the quality of education by ensuring that you have access to the books and resources you need to help your kids enjoy books and become strong, capable readers.

### **How is First Book working with the National ECELC Project?**

First Book and Nemours are working together to create book collections with titles that support your ECELC project goals. Two collections (0-3 and 3-5) will be available on the First Book Marketplace site. Once the books are available, registered project participants will receive an email letting you know how to access the books for your programs.

### **Who does First Book serve?**

Any care provider or educator working with kids in need. If you work in a preschool, child development center or family child care that serves at least 70% kids from low-income families, First Book has books and educational resources for you. First Book also supports Title I (or Title I eligible) schools and programs serving children from military families and children with disabilities.

### **How do I know if my program qualifies?**

The online registration application guides you by asking qualifying questions and listing the variety of ways that First Book acknowledges "need" (CANFP data, WIC data, Census poverty data, Head Start eligibility, just to name a few). As a National ECELC Project participant you are strongly



encouraged to register so that you can receive benefits specifically related to your project participation.

### **How can First Book help me?**

As an educator serving children in need, First Book offers you brand-new, top-quality books and educational resources for children ages 0-18, for free or at deep discounts (50-90% less than retail prices). Once you're registered, you can access all of First Book's resources for your program, not just the ECELC books.

### **How do I sign up?**

Registering online takes about ten minutes. You'll be asked about the number and ages of the kids you serve and some basic program information. Once you're signed up, you'll be able to access First Book's resources, including over 4,500 titles on the First Book Marketplace and the First Book National Book Bank distributions.

Go to [www.firstbook.org/ecelc](http://www.firstbook.org/ecelc) or call the First Book Help Team with questions at 1-866-READ-NOW.

### **Who from my program should sign up?**

*Everyone!!!* We know that each program and classroom need is unique. By making sure that every staff member in a program or school is registered, everyone serving children in need can access First Book's resources.

### **What is the First Book Marketplace?**

The [First Book Marketplace](http://www.fbmarketplace.org) is an online site offering books and educational resources for up to 90% off retail prices (that's an average of \$2.50 a book!) exclusively to programs registered with First Book. The First Book Marketplace offers a wide variety of books from award winners to classics like *The Very Hungry Caterpillar* to today's favorites like *Diary of a Wimpy Kid*. Check it out at [www.fbmarketplace.org](http://www.fbmarketplace.org).

### **What is the difference between the First Book Marketplace and the First Book National Book Bank?**

The First Book Marketplace allows you to purchase any quantity of curated titles from a selection of over 4,500 titles for children ages 0-18. Think of it as a low cost Amazon.com. The Book Bank is the mechanism through which First Book distributes free, donated new books from publishers. Book Bank distributions happen 8-10 times per year around the country. Once you are registered, you'll receive email alerts when First Book has a donation available (usually around 300,00-400,00

per distribution) so you can apply for the books you want. Publishers donate select titles (usually about 30 at a time) for each distribution.

- Book Bank books are distributed in carton quantity
- If you live near a Book Bank distribution, you can apply and then just drive to pick up your books absolutely free.
- If books are shipped to you there is a small shipping cost of \$.45 per book (you do not need to live near a distribution site to apply for books).
- You select titles that you'd like to receive. You always have choice.
- Marketplace books are often used to complement curriculum, Book Bank books are popular as family engagement incentives, holiday gifts for children, home library starters for families, etc.

## **Virtual Book Drives – A fundraising tool for your program**

### **What is a Virtual Book Drive?**

A Virtual Book Drive is an online fundraising page for your program to raise money for books. 100% of the funds raised are used for your program to buy books from the [First Book Marketplace](#) for the children you serve.

### **How do donors donate to my Virtual Book Drive?**

Donors can make a donation online at your individual Virtual Book Drive site (your unique URL link will be provided after you sign up for your Virtual Book Drive). Donations can be made using a Credit Card or Debit Card.

### **Who can donate to my Virtual Book Drive?**

Anyone!

### **Can people donate towards the purchase of a specific book?**

If donors are interested in funding a specific book for your program, we recommend they contact you directly with their book request. We believe that the adults working most closely with the children they serve should have the power to select the best books for their program. As such, you will be given the choice of selecting books for your program.



### **Can I see who's donating to my Virtual Book Drive?**

Yes, your donor list will be available online.

### **How long should I keep my Virtual Book Drive open?**

To make the most impact, we recommend keeping your Virtual Book Drive open for **2-4 weeks**. By putting the effort into promoting your Virtual Book Drive ahead of time and keeping your network of supporters motivated and engaged, you will be surprised at how much you can do within just a few weeks!

### **Is there a minimum amount I have to raise to host a Virtual Book Drive?**

Prior to hosting your Virtual Book Drive, we request that you set a fundraising goal for your program. Individual program goals may vary depending on the needs of your program and the number of children you serve. All Virtual Book Drives must set a minimum fundraising goal of \$100.

### **How do I set my fundraising goal?**

First think about how many books you want to provide and/or how many kids you want to serve. The average cost of a book on the [First Book Marketplace](#) is \$2.50 a book. You can use this estimate to help you calculate a book goal.

*Example: I want to raise enough money to buy two books for each of the one hundred children in my program. Therefore I need to raise around \$500 (2 books X 100 children X \$2.50 per book).*

### **Once my Virtual Book Drive is over, how do I get books?**

All of the money your program raises through your Virtual Book Drive will be turned directly into credits for you to spend on the [First Book Marketplace](#). Please allow up to 2 weeks for credits to become available in your account.

### **This was helpful but I still have questions, who can I talk with at First Book?**

First Book's Help Team is available during business hours to answer any questions you may still have. You can contact a live person by calling 866-READ-NOW or (866) 732-8669 9am-5pm EST.

You may also find answers to additional questions on the First Book Help page:  
<http://help.firstbook.org>.