



GEORGIA'S OWN
CREDIT UNION

presents



GOODNIGHT, CLAYTON

by Women of Clayton County

Goodnight, Clayton is Women of Clayton County's annual, year-long literacy campaign to provide books and pajamas to encourage family reading and advance the literacy rates of our Clayton County youth.

In partnership with the United Way of Clayton County, Clayton County Public Schools, Clayton County Library System, Clayton County Government, **AND with your support**, we can transform our community and improve the lives of our children.

The Goodnight, Clayton PJ & Book Drive runs through November 30, 2018. All PJs & books collected will be donated to Clayton County Public Schools and the United Way of Clayton County for **OUR Clayton County children**.

Companies, nonprofits, alumni groups, and families are just some of the groups that collect PJs & Books for the Goodnight, Clayton Drive. We've put together ideas and tactics to help you get hundreds of PJs & Books for our Clayton County students.

womenofclaytoncounty.com

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5 Keys to PJ & Book Drive Success

Attend A Goodnight, Clayton Event

- Thursday, June 7, 2018, 5-8pm, Arts Clayton (Tentative)
- Thursday, September 6, 2018, 5-8pm, Location TBD
- *Thursday, November 16, 2017, 5-8pm, Morrow Tourist Center*
- *Thursday, March 1, 2018, 5-8pm, Hearts To Nourish Hope*

Set Dates For Your Pajama & Book Drive

- Establish dates for your drive. Having a fixed donation window (*we suggest 4-6 weeks*) tailored to your organization's schedule helps create a sense of urgency.
- The kick-off date for your Pajama & Book drive is up to you!
- Teams that have one big collection event tend to collect more PJs & books.
- We accept pjs & books until November 30, 2018, but you can run your drive anytime.

Set Goals for your Pajama & Book Drive

- Set a big goal, make it known, and go after it!
- Publicize your goal. Let your audience know how many PJs & Books you want to collect and encourage them to help you exceed your goal.
- The most successful groups collect 100 or more PJs & Books!

Create A Communication Plan

- Create a plan for how and when you will communicate with potential donors.
- Plan to communicate with your audience a few times over the course of the Drive.
- Be creative and try different things!
- Use email, Twitter, Instagram, Facebook, and flyers
- Share your goal, explain the need and give the why of Goodnight, Clayton
- Include follow-up strategies
- Give multiple deadline reminders
- Thank all who participate and donate
- Share how many PJs & Books you collected

Get The Right People Involved From The Start

- Think of who can help you get the message out about the Goodnight, Clayton Pajama & Book Drive.
- If you're organizing a team within your company, get buy-in from senior leadership who can lend support and increase visibility.
- If you're rallying your personal networks, identify friends who are active on social media – with many Facebook friends, LinkedIn connections, or Twitter followers – and ask for their help spreading the word.

BRING THE KNOWLEDGE!

House of Worship

- Make an announcement at the end of each service and assign someone to collect PJs & Books after each service.
- Become a community collection hub by advertising and promoting the drive outside of your congregation.
- For youth groups, start a friendly competition with incentives (movie tickets, restaurant gift cards, etc.) for the individual or group that collects the most PJs & Books.

Friends

- Social media blast your friends to tell them about your PJ & Books Drive and how they can donate.
- Throw a “Two Books and a dish” party. Everyone comes to the party with two books (or PJs) and something for the party.
- Advertise your drive in your building, complex or neighborhood. Pick a day your neighbors can drop off PJs & Books at your home.

Businesses

- Give incentives – an extra vacation day, lunch for the dept. that collects the most PJs & Books.
- Post the Goodnight, Clayton logo with donor names to recognize donors and incentivize new ones!
Partner with a local vendor to purchase and donate low-cost PJs. Many vendors have PJs for under \$10.
- Organize a shopping party! Take your employees on a field trip to purchase and gather PJs & Books.
- Invite neighboring businesses to join your drive. It’s a great way to get to know who else works in your building or on your block. You can use the introduction template in downloadable resources to get started.
- Challenge your competition! Reach out to a company that you compete with in business... why not challenge them to some friendly do-gooding?

Where do we take our donation? Contact Women of Clayton County to arrange for pickup or drop-off. Double bag books! Bags can get ripped in transport. Make sure to label your bags/boxes with the labels provided so that our team can credit your group!

What Types Of Books And PJs Do You Need? We need new children's PJs (2T-12) and K-12 books.

We are happy to answer any questions you may have. We answer common questions on our website at www.womenofclaytoncounty.com or call us at 404-458-0911.

You Can Report Your PJs & Books Numbers Online And Share Your Photos To Help Inspire More Donations. Tell us how many PJs & Books you've collected. We want to hear about your first PJs & Books drop-offs, your collection biggest days, and your top donors. Just let us know using email or find us on:

Instagram @womenofclaytoncounty Facebook.com/womenofclaytoncounty

Twitter: @womenofclaytoncounty

Tag us using #GoodnightClayton and we'll help spread the good news.

What Does Women Of Clayton County Do With The PJs & Books It Collects? Women of Clayton County has partnered with the United Way of Clayton County, Clayton County Public Schools, Clayton County Government, and the Clayton County Library System. All PJs & Books collected will be donated to Clayton County Public Schools and the United Way of Clayton County. They will make sure PJs & Books are distributed to our Clayton County children where the need is greatest.

How Do I Make Sure My Drive Is Successful? Use a large box or container. Promote your Goodnight, Clayton Drive with posters. Make sure the PJs are new and the books are new or gently used. Mark the outside of the bags/boxes with packing labels so we can credit your team.

When does the Goodnight Clayton Drive Begin and End? The Drive officially begins on November 16, 2017, and continues through November 30, 2018. The campaign wraps with the Goodnight, Clayton Pajama Party Gala on November 10, 2018, at the Morrow Center.

Where Can I Purchase A Box To Collect PJs & Books? Boxes can be purchased at office supply stores such as Office Depot or Staples, as well as any shipping store. Don't forget to decorate your box with posters or wrapping paper or both!

Does Women Of Clayton County Want School Supplies And Clothes? Women of Clayton County only accepts new PJs and new or gently used K-12 books. You can direct school supplies or other clothing items, to organizations with the capacity to distribute them to those in need.

Does Women Of Clayton County Provide Receipts For PJs & Books Donations? Yes. The value of any PJ or book you donate to the Goodnight Clayton Drive is tax-deductible. Additional receipts are available for download in the resource section.

What If I Know Someone Who Needs PJs Or Books? Currently, all of our donations are made directly to the United Way and the Clayton County Public Schools.

More questions? Visit <https://www.womenofclaytoncounty.com/goodnightclayton> or call 404-458-0911.