



ASSOCIATION BOOK DRIVE CHALLENGE 2025

When kids read, they do better at school and in life. That's why Everybody Wins DC gives away 10,000+ free books each year, helping families build home libraries filled with stories that engage, empower, and inspire young readers. **The Association Book Drive Challenge helps make this possible.**

ABOUT THE CHALLENGE

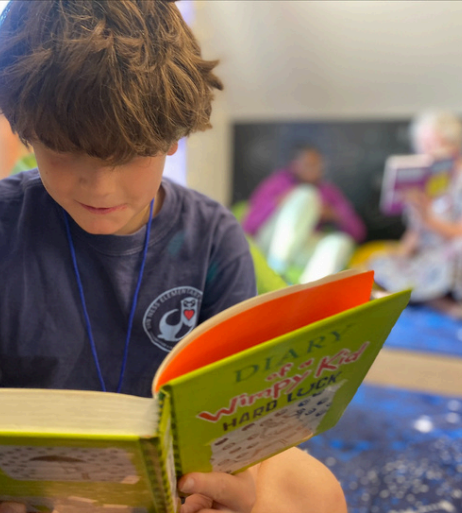
Launched in 2021 in partnership with the American Petroleum Institute, the Association Book Drive Challenge (Challenge) brings together the greater association community for a friendly competition to see who can donate the most books to EWDC. These books are then given away to EWDC students through school and community distribution events and by restocking EWDC's Little Free Libraries located in "book deserts" across DC and Virginia.

In 2024, 23 teams participated in the Challenge. This year, we're hoping to expand our impact by increasing that number to 30 teams!

To join the 2025 Challenge go to bit.ly/EWDC-Challenge-2025 or email Chloe Parsons at cparsons@everybodywinsdc.org to learn more.

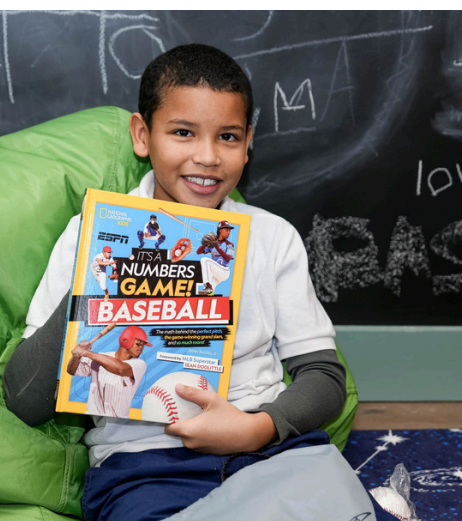
The 2025 Challenge will run November 12 - December 12, with winners announced the week of December 15. Full Challenge timeline is as follows:

- **October 31:** last day for associations to register
- **November 6 @11am:** EWDC + associations' points of contact virtual meeting; associations receive final informational packets
- **November 12:** Challenge begins!
- **November 12 – December 12:** optional service activity opportunities for participating organizations
- **December 12:** Challenge ends
- **Week of December 15:** winner announced



"EWDC books had a positive impact on my students. Many of the students do not have access to books in their homes."

– Teacher, J.O. Wilson Elementary School



"If I can inspire at least one child to become an avid reader, then I can possibly change that child's life and thereby the world."

–EWDC Book Project Volunteer

CHALLENGE LOGISTICS/COMMUNICATIONS

EWDC manages all Challenge logistics, including setting up each team's book drive and tracking participation. Each team must select a Challenge point of contact to work with EWDC.

Teams must submit the point of contact name/email to Chloe Parsons (cparsons@everybodywinsdc.org) to finalize Challenge details.

EWDC will send a weekly Challenge update to participating teams and post Challenge information on social media (@everybodywinsdc). EWDC will provide graphics and sample language for teams to share internally with their staff and externally on their social media pages.

THE BOOKS

Each 2025 Challenge team will receive a link to a personalized book drive "wish list" on Bookshop.org. These links act like a gift registry – a person clicks the link, selects one or more books, and the items are shipped to the pre-determined address. No account is needed.

Through these links, EWDC can track all Challenge data, including how many books are purchased by each team. All lists will have the same books to select from to ensure fairness.

Donations: Each team will also receive a custom Give Lively donation link so individuals can make financial contributions in addition to or in place of purchasing books. For leaderboard purposes, every \$5 = one book. Book links and donation pages may be shared outside the organization.

THE IMPACT

Last program year, EWDC gave away almost 12,000 free books to children and classrooms in DC, MD, and VA. The Challenge, through book drives and financial support, made this possible.

This year, the Challenge will support EWDC's expansion of StoryTime, a read-aloud program. In addition to supplying books for volunteers to read at 30 events across 10 schools, the Challenge will ensure that participating students get free books to take home to add to their personal libraries and that classrooms receive extra stories for read-aloud activities.

DECLARING A CHALLENGE WINNER

The 2025 Challenge will crown two co-champions:

Team Award: Association with the largest number of books & dollars donated per employee. Every \$5 donated by individuals will equal one book, and every book equals one point. The points are then divided by the association's total number of employees.

Literacy Leader: Association with the largest total number of books & dollars donated. Every \$5 will equal one book, and every book equals one point. To increase your impact, associations may make a corporate match and/or donation to count towards their team's total.

Note: Only individual donations count towards the Team Award. Both corporate and individual donations count towards the Literacy Leader category.

Throughout the Challenge, EWDC will receive weekly updates from Bookshop.org with the number of books purchased through each team's personalized link. This information will be used to determine weekly leaders as well as the final winners of each award.

In addition to an announcement during the week of December 15, the 2025 Challenge co-champions will be acknowledged at EWDC's annual gala, Read to Dream, to be held in Spring 2026. Read to Dream brings together 250+ business leaders, government professionals, and community members to celebrate the magic of reading. Contact Rody Baron (rbaron@everybodywinsdc.org) for more Read to Dream information or to make an early event sponsorship pledge today!

ADDING A SERVICE EVENT TO THE CHALLENGE

Participating teams are given the opportunity to schedule a service activity for their employees to complete during the Challenge (if scheduling allows) or in January 2026. Options include preparing books for distribution, writing notes of encouragement for young readers, and helping deliver books to EWDC locations across the region. To learn more, email Chloe Parsons at cparsons@everybodywinsdc.org.

