

GLOBAL GIVE-A-BOOK, INC.
*Promoting youth literacy by giving
award-winning books to children in need.*



What to Expect at a GGAB Event / Information List

Hello there! Before attending a GGAB event it is helpful to bring a few items and refresh on the GGAB mission before engaging with your community. This information list is provided by our team to guide you on what to expect at a GGAB event. Please review the following sections before volunteering.

What to Wear:

The following are recommended items to bring when volunteering inside or outside at a GGAB event.

- Comfortable closed-toed shoes
- Bottled water
- Dress in layers (ie; jacket, pants, shirts)
- Sunscreen

How to Best Share the GGAB Mission:

When engaging with the public, feel free to use the script below to spread our mission.

"Hello! We are GGAB, Global-Give-A-Book, a non-profit organization founded in New Mexico that strives to promote youth literacy by providing award-winning books to children in need. Through community partners and local food pantries we have found a direct link to deliver books into the hands of children that need them most."

Why it is important ask attendees to subscribe to GGAB's Newsletter:

When volunteering at events it is important to encourage the public to subscribe to the GGAB Newsletter because it gives GGAB the opportunity to notify diverse communities about volunteer opportunities, update the public on events that they could bring their children to, and so GGAB can be transparent. Our list of subscribers shows our partners and donors that we are engaging directly with the members of our community.

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How to instruct event attendees to subscribe to the GGAB Newsletter:

Here are a few steps to take when asking attendees to subscribe to the newsletter.

1. Ask the attendee to type *ggab.org* on an electronic device.
2. Direct them to click on the red "Join" tab at the top of the website/screen.
3. Have the attendee complete the form (you can offer to complete it for them).
4. Explain that subscribing means they will receive a monthly email with an update of GGAB events and volunteer opportunities.
5. If the attendee does not want to subscribe...that is okay! Please express that GGAB is grateful to have had the opportunity to speak to them.

How to Set-Up Table/Booth:

Note- Not all volunteering events will require this step.

Setting up a table/booth is always a creative process! It is important to show up to an event at least 30 minutes before so you have enough time to try out different layouts for the book displays. When setting up, there are a few aspects that we want to promote when at a GGAB event.

First, please display the award-winning books we hand out to children in need. On the table/booth please lay and/or stand the display books so attendees can see how GGAB is promoting youth literacy. Be careful not to give away the display books and to only give away designated books for that event.

Second, the GGAB logo must be shown where attendees can see it. The GGAB logo could be on the table/booth or you could have a sign over the table/booth.

Third, on the table/booth place pencils, sharpeners, bookmarks, etc., to offer to children. Ask the children where their parents are and explain to the parents that if they subscribe to the GGAB Newsletter, they will also be able to take an award-winning children's book home with their child.

Fourth, place GGAB information pamphlets on the table so attendees can read more about GGAB's mission, programs, awards, funding, and team members!

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Here are a couple of pictures for reference:



2023 Philanthropy
Awards & Summit



2022 Maize Maze

Please remember that all of our efforts are for children in need. Promoting youth literacy allows us to give back to our communities and inspire others to give back to their communities as well.

Please contact Lauren Martinez at lauren.ggab@gmail.com with any questions!



**HISPANIC HERITAGE
AWARD 2022**
Nonprofit of the year
Global Give-A-Book



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