



**Delta Gamma**  
1873

# Healthy Reading, Healthy Vision

Delta Gamma Book Drive  
Supporting Vision Health



# background

In education, vision is the dominant sensory system, as 80% of learning is done through the visual system. Deficits within this system often decrease a student's reading and learning abilities.

When children have trouble reading, parents and teachers need to investigate many possible causes. One potential problem that is sometimes overlooked is the child's vision. This may happen because the child appears to be able to see, does not complain about their eyes or has passed a school vision screening which didn't identify the problem/abnormality.

Reading requires the integration of a number of vision skills: visual acuity, visual fixation, accommodation, binocular fusion, saccades (rapid movements), convergence, field of vision, and form perception. The typical school eye chart test only evaluates the visual acuity far away. And parents, teachers or children often don't notice the symptoms of reading-related vision problems.

# goal

Many children do not have easy access to books, let alone to books which include characters and plots which discuss vision related issues. To help more children have better access to more books related to vision, one of our Delta Gamma Foundation Grant recipients, Prevent Blindness, is focused on making this possible. Prevent Blindness is working on a project focused on getting children's books that support healthy vision for kids in underserved communities/schools.

Delta Gamma alumnae can help by doing good and participating in the optional Healthy Reading, Healthy Vision book drive. These books would be collected by local Delta Gammas and donated to a local partner school. Books can be new or gently used. We encourage that new books be focused on healthy vision topics, see the Prevent Blindness Children's Book List. Gently used books can be focused on the needs of your local partner. This is a great Do Good Service for Sight project for any size alumnae group.



# Healthy Reading Healthy Vision Delta Gamma Book Drive Toolkit

## How to execute the book drive:

### Two months out:

- Officer board decides if hosting a book drive is right for their group.
- Identify local underserved recipients of books (day care, school, church school, Head Start school, etc.).
- Head Start school locator: <https://eclkc.ohs.acf.hhs.gov/center-locator>
- Leverage marketing elements and update with your group's details.

### One month out:

- Send email to members with details and post on social media pages.
- Distribute flyers/emails to non-members if that makes sense for your group (coffee shop, church, etc.).
- Set up drop-off location(s) with boxes to easily store and carry books. You can also include a shipping address if members want to ship books directly to drop off location(s).
- Collect books.
- Sort and box books.
- Make bookmarks (with vision health tips), template provided.

### After the book drive:

- Distribute books with bookmarks to partnering organization.
- Follow-up with members by sharing details of the successful book drive and how they may be able to continue to do good.
- Share photos of your group doing good by uploading them to <https://www.deltagamma.org/foundation/alumnaeuploads>

### Resources:

- [Marketing flyer](#)
- [Bookmark](#) (artwork included in the zip file)
- [Sample social media posts and graphics](#)
- Prevent Blindness Children's Book List (included in the zip file)

## What counts for Do Good Service for Sight Hours?

Do Good Hours are given for time spent participating (i.e. partnering with school, packaging books, making bookmarks, etc.) with this activity. Hours are not to be awarded for any number of books or dollars donated.

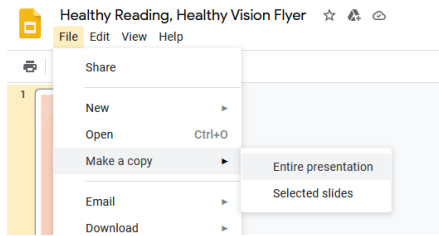
## Questions?

Please reach out to your Regional Foundation Coordinator (RFNC) at RFNCx@deltagamma.org (where x is your region).

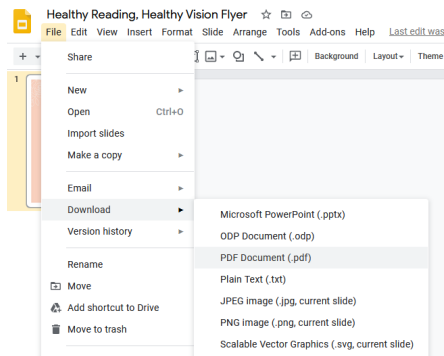


## Marketing Flyer

1. Open the [Marketing Flyer template via](#) Google Slides.
2. Make a copy of the document by going to File > Make a copy > Entire presentation



3. Name your document and press 'OK.'
4. Fill in the information about your chapter's book drive. Sample text has been provided, but feel free to write your own!
5. When you're finished editing, go to File > Download and choose what type of file you would like to save to your device.



## Bookmark

To print the bookmarks, you can work with a local printer, print yourself on cardstock or use the Vistaprint instructions below.

### Ordering bookmarks via Vistaprint:

1. Go to [https://www.vistaprint.com/marketing-materials/bookmarks?xnav=swsProductOnly\\_ResultTitle](https://www.vistaprint.com/marketing-materials/bookmarks?xnav=swsProductOnly_ResultTitle)
2. Select your desired quantity and click "Start designing."
3. Upload the bookmark from your computer or phone. Drag the front image from the "recent images" panel to the template. Repeat for the back of the bookmark (make sure to change the Back side printing options to full-color).
4. Review your design and check out.



## Sample Social Media Posts:

### Pre-launch (7-10 days before launch):

*As stewards of sight, Delta Gamma's philanthropy Service for Sight supports organizations that work to ensure that no one is needlessly visually impaired. In partnership with Prevent Blindness and [X alumnae chapter/association] we welcome you to join us for a children's book drive supporting [XXX] school. #HealthyReading #HealthyVision #DeltaGammaFoundation.*

### Warm-up (2 days prior to drive start):

*Our Delta Gamma Book Drive – Supporting Vision Health in Underserved Communities starts x date. Don't miss out in supporting our local community. Check out below for more details or reach out to [add officer who is point of contact email] on how you can join the healthy vision movement. #HealthyReading #HealthyVision #DeltaGammaFoundation*

*[List Details or post flier attachment.]*

### Day 1 of drive:

*Starting today – [X date], you can participate in the [X alumnae chapter/association] service project, Delta Gamma Book Drive – Supporting Vision Health. We are accepting new or gently used books. See details below. #DoGood #ServiceForSight #DeltaGammaFoundation*

*[List Details or post flier attachment.]*

### Mid-point of drive:

*Vision-related books (link to book list if possible from Prevent Blindness) or gently used children's books [include age/grade level of books being requested] are being collected by [X alumnae chapter/association]. Join our group in supporting Healthy Reading, Healthy Vision in our local community. Donate by [X date]. #HealthyReading #HealthyVision #DeltaGamma Foundation.*

*[List Details or post flier attachment.]*

### Coming to a close (2 days before end of drive):

*Don't miss out on the [X Alumnae chapter/association] Book Drive supporting Healthy Reading, Healthy Vision that ends on [X date]. All book donations will go to [X school] to support vision health in our community. #DoGood #ServiceForSight #DeltaGammaFoundation*

### To download/edit graphics:

1. Open the [Social Media Graphics](#) templates via Google Slides.
2. Make a copy of the document by going to File > Make a copy > Entire presentation.
3. Name your document and press 'OK.'
4. Use any or all of the provided templates or create your own graphics.
5. When you're finished editing, click on the slide you want to download and go to File > Download > JPEG image.

