



## WELCOME TO HERALD IN EDUCATION!

The following information will help you make the most of this timely educational opportunity.

### **FREE NEWSPAPER DELIVERY!!**

The newspapers and educational materials delivered to your school are provided at no cost to you through donations from local businesses and Boston Herald readers. Please help us conserve funds by ordering only as many as you need. We will happily adjust your order at any time. Please call 617-619-6556.

### **E-EDITION**

The Boston Herald E-edition is available at no cost to your school. It is an exact replica of the print edition, but with interactive features that make it a valuable teaching tool. It can be used in the classroom, library or wherever computers or smartboards are available. Subscriptions include access to lesson plans, teacher guides and educational resources.

### **FUNDRAISING OPPORTUNITY FOR YOUR SCHOOL**

The Boston Herald has established a book recycling partnership with **GOT BOOKS** to help fund school newspapers. More information is provided on how you can also use this unique opportunity to raise additional money for your school.

### **AFFIDAVITS ARE IMPORTANT!**

Because your classroom newspapers are free, we must keep very careful records. We will ask you twice each year to sign an affidavit showing that your school received free newspapers. Your signed acknowledgement is crucial to our being able to provide the newspapers **at no cost to you**.

### **IT'S ALL ABOUT COMMUNICATION**

Please assign one main contact person for your school who will share correspondence from us about new educational materials and series. Most of our communication is done through email. Please encourage all participating teachers to visit our website at [www.bostonheraldineducation.com](http://www.bostonheraldineducation.com) to find additional content, resources and event information not available elsewhere.

WE ENJOY HEARING FROM YOU!

Herald In Education Staff  
[orders@bostonheraldineducation.com](mailto:orders@bostonheraldineducation.com)  
617.619.6555

Helping your school raise money, one book at a time..

**Fundraise Using Book Donation Containers Provided by**

**GOT  
BOOKS?**

## Tired of traditional fundraising options?

We offer an easy, unique, and uncomplicated way for you to raise money. The best part is that there is no selling involved on your part and absolutely no cost to you or your group.

**It's EASY! Use our Book Donation Drop-Off Containers.** *Here's how it works:*

### 1 **Find a Space**

Our fundraising containers are weatherproof, outdoor, nice-sized containers that typically sit in accessible public lots. You'll benefit the most by choosing a spot that is clearly visible from the street. But for those groups who don't have the luxury of an obvious location, we'll place signs by the road or wherever we can to promote and direct potential donors to your container.

### 2 **We Place Your Container**

It's official! You've found the ideal location and we've promptly delivered your container. You're ready to start earning.

### 3 **People Donate**

We'll issue a local press release and provide flyers to promote your donation drop-off site to residents, teachers, students and parents. On top of that, your location will be searchable on our website and promoted by our customer service reps who receive pick-up request calls from residents in your town. Watch your container immediately start to fill!

### 4 **We Collect the Items**

Once your container is full, call us and we'll come empty it. We'll send our truck and our friendly drivers who will clear your container making it ready for even more donations.

### 5 **You Get a Check**

Congratulations! Your book donation container is a success. We've measured the amount of items donated and it's time to get your check!

### 6 **School Bonus**

As a Herald In Education partner, your school will further benefit by having the resources of the Boston Herald working for you. The additional promotion they offer will increase both book donations and your check. And your teachers will be eligible for educational gift opportunities during the school year.

## Why Got Books?

- Donated items are used in our Charity Book Sale where 50% of the profits from each weekend benefit a different nonprofit group. Some are given away free to local schools and libraries while some are sold online.
- We keep books out of the waste stream! We find good homes for unwanted books and can't stand to see any books go to waste. We never turn books away; even textbooks.
- We use our knowledge and experience with used books to benefit local nonprofits and to get books to people who will use them.



Takes up less than an average parking space: 6' x 6'6" x 6'6"

## WHAT OTHER SCHOOLS ARE SAYING...

"While fundraising to build a new playground for our school, the Got Books bin generated more money than any of us expected! It is so practical. Everyone has used books in their home!"

**Lori Grayson, Wood End Elementary, Reading, MA**

"The containers in our community have been a great way to raise money for our PTOs without the hassle of "selling a product," donating baked goods, or sponsoring a fundraiser event - it's so easy! Bins are delivered, books are dropped in, bins are emptied, we receive a check - it's really that simple! It's also a good recycling project in which the whole community can participate. We're very happy we became partners with Got Books."

**Donna Gadbois, Billerica Public Schools**

**GOT  
BOOKS?**


**www.GotBooks.com**  
Contact: Abby Adler, Fundraising Coordinator  
978.664.6555 x14  
Fundraise@GotBooks.com  
35 Concord St. North Reading, MA 01864



**In Education Program**

# EXAMPLE OF AN AFFIDAVIT

## Mailed Affidavit:



**In Education Program**

As part of the Newspaper in Education program, each year our office must confirm delivery of any newspapers your school is receiving as part of the education program. By signing this affidavit you acknowledge and agree to the information below. If you do not agree please call the office immediately at 617-619-6556.

A school receives an affidavit if they have received papers AT ANY TIME within the dates selected below. Also, please keep in mind that other teachers from your school might have requested papers.

In order to continue delivery, we must receive this Affidavit within 10 days of receipt. Please review the information below then sign, date, and send this form back to:

**Boston Herald**  
 NE Department  
 One Herald Square  
 Boston, MA 02116  
 Or Fax to: (617) 619-6162 Attn: Mary Elin McShaffrey

---

I have requested and received the following number of copies of the Boston Herald which were used by the students in my classroom at some time during the following date range:

Semester Start: **8/25/09** Semester End: **12/30/09** Total Copies Received:

Mon:	280
Tue:	320
Wed:	320
Thu:	280
Fri:	360
Sat:	0
Sun:	0
<b>Total:</b>	<b>1560</b>

Contact: Jane Dow  
 School: Smith School  
 123 Main Street  
 Boston, MA 02121

Daily Amount:

Mon	Tue	Wed	Thu	Fri	Sat	Sun
20	20	24	24	20	0	0

Principal or Teacher \_\_\_\_\_ Date \_\_\_\_\_

## Emailed Affidavit:

**Subject:** Boston Herald Delivery Affidavit (2/8/2010 to 6/30/2010)

Boston Middle School

As part of the Newspaper in Education program, each year our office must confirm delivery of any newspapers your school is receiving as part of the education program. By replying to this email you acknowledge and agree to the information below. If you do not agree please call this office immediately at 617-619-6556.

A school receives an affidavit if they have received papers AT ANY TIME within the dates selected below. Also, please keep in mind that other teachers from your school might have requested papers.

In order to continue delivery, we must receive this Affidavit by Reply email within 10 days of receipt.

We have requested and received the following number of copies of the Boston Herald displayed below which were used by the students in my classroom during the following date range:

Delivery Frequency:

Mon	Tue	Wed	Thu	Fri	Sat	Sun
100	100	100	100	100	0	0

Total Delivered (2/8/2010 to 6/30/2010):

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
1750	1700	1800	1700	1700	0	0	8650

- Affidavits are sent by mail or email.
- They are sent twice year.
- Please sign or reply the affidavit it as soon as possible.