

YAC GIVES BACK



The Big I New Jersey Young Agents Council (YAC) has partnered with Bridge of Books to collect books for underprivileged children in New Jersey. **Here's how your agency can help:**

- Print the YAC Gives Back Book Drive Flyer and hang it in your break room or kitchen.
- Place a box in your agency's reception area to collect books. Print the Book Donations flyer and place it on your box.
- **Make it fun!** Take pictures when someone donates a book and share it on your social channels with the tags #YACGivesBack and @NJYAC. People love to see community involvement!
- Set an agency goal. Pick a number of books that you hope to be able to donate, make your goal very visible, and celebrate reaching that goal.
- Get your customers, prospects and neighborhood involved. Share the book drive in your newsletter, send an email letting people know you're a drop off location for the book drive, post your participation on social. People love to help children and this is a great way to allow them to interact with your agency in a non-business way.
- Connect with Matt Hill at 973-376-1514 to send the books your agency collected by May 31.

Flyers, along with sample emails, articles, graphics, and social posts can be found on BigINJ.org/YAC.

Agency not looking to get involved at this level are encouraged to share the Non-Drop Off Flyer with their staff. There are various drop off locations and instructions on how to use Media Mail for staff to make their donations individually.