



## IDEAS THAT YOU CAN USE: ARC RECYCLING

As much as we love them, we are sometimes inundated by books. Galleys and ARCs come our way on a regular basis. There are so many books and so little time it is impossible to read them all – or hang on to those that we have already read. Here then are a few suggestions for ARC recycling:

- Fill an end-cap or library cart with your excess and request a donation of a buck-a-book to be directed towards a local charity. Provide a collect box and signage for the donations. Replenish the cart regularly and select a new charity monthly. One NAIBA store has assisted in raising funds for literacy programs, library maintenance, school projects, volunteer community organizations, and many, many health concerns in this manner. Do not include any galleys that would subtract from current or future sales of their finished counterparts. Do include contact information, a fact sheet, or brochures on your targeted charity. Do track the donations – you will be surprised by how much money can be directed back into your community so effortlessly.
- Donate old galleys to community centers, managed care facilities, retirement homes, churches, and prisons.
- Donate old galleys of middle-grade and young-adult titles to local teachers and reading specialists who can use them to reward achievements in school projects and programs. Social Services offices, where children often spend hours waiting for government assistance, would love to have something to occupy their client's time.
- Consider wrapping old galleys in festive paper for holiday giveaways. Color code the gift wrap and create a reference, i.e. fiction titles wrapped in red, biographies and memoirs in blue, history and political science in gold, women's interest in pink, and so on. Invite your customers to select a package as a holiday gift.
- Share galleys with preferred customers. Ask them to write a short commentary or review that you can use on your website or in your newsletter. Credit the reviewer and create a shelf-talker with their name when the finished version of the book actually arrives in your store.
- Share age-appropriate galleys with children. Ask them to write little book reports that you can feature in your newsletter and on your website. Don't forget to mention their name, age, and include their photo if you can.
- Use them as door prizes for book club events or off-site presentations. Make someone feel special by placing an advanced copy of a favorite author's book or a unique title in their hands well before anyone else.
- Use them as prizes in your QUIZ BOWL competitions and themed (outside-of-the-box thinking) events.
- Pass galleys of interest along to folks in your shop-local business alliance, i.e. recipe books to food vendors, women's fiction to the dress shop, gardening books to your local florist or landscaper, diet and health books to the fitness center, child care and parenting volumes to the PTA or local pre-school. Cement friendships and help build the buzz on a forthcoming title!
- Be respectful of the authors and the publishers – do not sell galleys on E-Bay!