

## A Case Study in Cause-Related Engagement: Luther Hudson Chevrolet GMC's Little Free Library Big Little Build

On Sunday, May 17, the team from Luther Hudson Chevrolet GMC dealership participated in a Little Free Library® Big Little Build to assemble book exchanges that help promote literacy and build community through book sharing.

In just two hours, 40 Little Free Libraries were put together, decorated and ready to go to work in the surrounding communities. A Big Little Build is community building at the core among its participants and its beneficiaries who would soon gain access to free books.

Branded with the dealership's logo, these Little Free Libraries will give endearing and impactful **cause-related marketing value** for years to come as thousands of visitors exchange books at the 40 sites.

### What the media said about Luther Hudson's Little Free Library Project

Edmunds: [Luther Hudson Dealerships Engage Community in Library Project](#)

Hudson Observer: [Car dealer to distribute Little Free Libraries](#)

Leader Telegram: [Little Free Libraries being pushed into overdrive by Hudson auto dealer group](#)

### Little Free Library's Big Impact

- People and communities love Little Free Libraries. There are more than 30,000 Little Free Libraries across the US, Canada and in nearly 100 countries around the world. About 1,000 more are added every month.
- In an increasingly impersonal world, Little Free Libraries help spark innumerable conversations, neighbor-to-neighbor as they swap stories and share books. A sense of community and belonging is built where once there was none.
- An estimated 100 million books will be exchanged in 2015 through the Little Free Library network by its millions of users.
- For many of all ages, a Little Free Library is their only access to an affordable source of books.
- The media loves to cover Little Free Library. In just three years, Little Free Library has generated more than 40 billion earned digital media impressions worth an estimated \$56 million according to Meltwater.
- Schools, municipalities, non-profits, police departments, civic groups, businesses, authors, library systems and churches love Little Free Library and welcome book exchanges being placed within the communities they serve. The red carpet is always rolled out for Little Free Library.
- Nearly all of Little Free Library's administrative and operations costs are covered through the sales of its mission-centric products.

