



# Partnering with Little Free Library



**Little Free Library (LFL) is an award-winning nonprofit organization** at the center of a global literacy movement. There are more than 100,000 Little Free Library book exchanges in all 50 states and 108 countries, sharing over 165 million books to date. The LFL organization has been honored by the Library of Congress, the National Book Foundation, and others for its profound impact on improving book access and bringing people together.

**Despite this progress, there is still much work to be done.** The United States is facing a literacy crisis: two thirds of children living in poverty have no books at home, and more than 30 million adults cannot read. By working together to increase book access, we can make a difference.

## Benefits of Partnering with Little Free Library

When working with us, our partners enjoy:

- A positive association with a global nonprofit that fosters a universally appealing literacy and community movement.
- A visible, interactive, and ongoing presence, with a local or national focus. Little Free Library book boxes are turnkey, yet customizable.
- An avenue to connect with community leaders and organizations to encourage citizen engagement.
- Access to the LFL community, including people of all ages, incomes, beliefs, and backgrounds.

**LFL is connected to a thriving network of volunteers, patrons, and friends** and offers opportunities for earned media with global reach through multiple traditional and social channels:

 Facebook – 165K

 Instagram – 64.5K

 Twitter – 20.5K

 E-newsletter – 40K

Media – In 2019 alone, 5,500 media stories with a potential reach of 1 billion

## Little Free Library Partnership Successes

Our partners work with us in a variety of ways, resulting in numerous benefits to the organizations as well as communities of readers. The possibilities are endless:

- Corporations fund LFL programs that bring books to high-needs areas.
- Schools and public libraries increase book access and boost reading motivation.
- Companies host library “build days” for team-building events with community impact.
- Law enforcement officers connect with the families they serve in a positive way.
- Media companies promote their properties through innovative community outreach.

Here are some recent examples:



### Schools and Libraries

Jenks East Elementary in Oklahoma installed a Little Free Library book-sharing box to serve their students, who speak more than 30 languages at home.

“Our Little Free Library is a small landmark that has made a big impression on our school community. It has added value and excitement through additional accessibility for our diverse families!” – J. Ryan Glaze, principal

### Corporations

In Florida, communications company Vertical Bridge hosted a corporate teambuilding event to construct 75 libraries that will increase book access in their area for years to come.

“We couldn’t have asked for a better outcome from our partnership with Little Free Library and would recommend it to any company looking to make a positive impact on its community and employees.”  
– Lourdes Delfin, operations coordinator



### Media Companies

Disney’s Marvel Studios created a Little Free Library campaign around the release of the movie *Avengers: Infinity War*. They worked with us to create nine custom Little Free Libraries for our Impact Library Program and donated roughly 40,000 books to keep those Libraries full for two years. The media response was excellent, with their press release earning 6+ million impressions.

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## Let’s work together!

Contact us today to begin tailoring a project that will reach your audience in memorable ways while helping strengthen communities and increase book access.

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