



## Corporate Lobby Pop-Up Bookstore

Thank you for considering supporting the youth at More Than Words by hosting a pop-up bookstore in your lobby or business! We look forward to bringing our bookstore business to you!

### ***About More Than Words***

More Than Words is a youth-led used bookstore and nonprofit social enterprise based in Waltham and Boston. Our youth employees are 16-24 years old and are system involved: homeless, in foster care, in the court system, or out of school. At More Than Words, youth earn a job in our job training program learning the ins and outs of running a business, while simultaneously working on personal goals, such as graduating high school or pursuing post-secondary education. We sell our books online, in our stores, to wholesale purchasers, and at our pop-up bookstores throughout Massachusetts.

### ***What is a pop-up bookstore?***

At our pop-up bookstores, we bring a mini version of our bookstore out into the community to sell our gently used books to further support our program (\$4.95 for hardcover books and \$3.95 for softcover books). We bring a variety of books to the pop-up - ranging from children's books to young adult and adult fiction and non-fiction. We typically host pop-up shops in corporate lobbies from 10am-3pm, allowing individuals in and out of meetings or going to lunch to have a chance to stop by our table and speak with our youth and possibly purchase a book.





### ***How do pop-up bookstores help More Than Words?***

Your partnership is crucial in our success as a business. Your corporate office's role in facilitating More Than Words to pop up in your lobby allows us to expand our network to the professional community and sell our used books. Most importantly, it gives our youth an opportunity for real, hands-on customer service experience. On average, More Than Words makes \$300 at each corporate lobby pop up, revenue that goes directly back into our program to support our young people.

### ***Recognizing your support***

You are supporting More Than Words and our youth by hosting us in your lobby, and we want to recognize and thank you for that support! Each corporate lobby pop-up bookstore will include the following:

- A fun, surprising amenity for your employees and an opportunity to showcase your company's values in a unique and engaging way;
- Authentic opportunities for your employees to engage with our youth working the pop-up bookstore;
- Posts on our social media platforms (Twitter, Facebook, and Instagram) recognizing your company for hosting us and supporting our youth-run business; and
- A thank you in our monthly newsletter, distributed to over 8,000 individuals.

### ***Logistics***

We typically arrive one hour before our pop-up bookstore opens to set up our tables and merchandise. Depending on the size of your lobby, we can bring as little as two tables, our new slat wall shelving or a combination of both. When we arrive, we will check in with your concierge or building manager before setting up to make sure we are in a proper and visible area in your lobby. Please let us know if your building has specific unloading/loading requirements. Once we are set up, we welcome you to come browse our gently used books! Once we close the pop-up bookstore, we will break down our set up and load our van (typically 30 minutes to break down).

***Next Steps...***

If you are interested in hosting a pop-up bookstore in your lobby, please contact Madelein McCormick, New Business Ventures Training Manager, at [mmccormick@mtwyouth.org](mailto:mmccormick@mtwyouth.org) and let us know potential dates that work for a pop-up bookstore in your corporate lobby! Once a date is selected for the pop-up bookstore, we will provide a detailed marketing flyer that can be shared in your office and throughout the building.