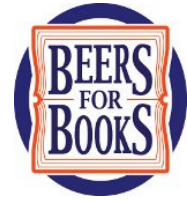


# “I Didn’t Know Charity Could Be So Easy.”

Diane Hobler, Beers for Books volunteer



When librarian and reading teacher Diane Hobler moved to Japan, she was inspired by John Wood’s book, “Leaving Microsoft to Change The World,” and how he setup the local language childhood literacy non-profit, Room to Read.

However, attending their Tokyo chapter’s popular mid-week fundraising events required a tiring two-hour round trip from rural Zushi – not easy considering she had to be at work early the next morning.

Diane explained her problem to friends at a party. There, she met Masami and the two quickly realized they had a shared interest in organizing events closer to home. Masami already knew of Tokyo-based Gary Bremermann’s [Beers for Books](#) (B4B) fundraising concept, set up to support Room to Read’s goals.

Both women liked the simplicity and fun behind how Beers for Books empowered volunteers to raise money: “Have a drink with friends... create a treasured book for a child.”

## “Our Biggest Challenge? Trusting Yourself That You Can Do It”

Diane remembers their first, nervous approach to a restaurant owner in Yokohama to discuss hosting a Beers for Books event there. A friend, and regular customer, provided a simple, confidence-boosting introduction to the owner. From that first meeting, plans took off.

“From ‘hello to yes, let’s do it,’ took just seven minutes! Over 120 people attended our first event, raising money for 635 children’s books, much to the restaurant owner’s delight,” Diane said.

That first event was just the start of many to come. Now with experience with dozens of events, raising more than \$10,000 total, Diane and Masami offer this advice for people new to organizing a Beers for Books event.

- Choose a venue that holds between 35 – 120 people, has car parking for designated drivers, and is near a train station.
- Prepare a simple presentation folder that shows the venue owner what to expect. (See website for details.)
- Make use of Beers for Books’ growing email list and social media reach to help advertise your event.
- Provide the owner with the bank transfer details (of the Room to Read chapter). You don’t handle the money! “If they’re cool enough to host an event, we trust they’ll do it right,” says Diane.



## “This Type of Event Brings Out a Nice Crowd”

Diane loves to remind venue owners, “Our Beers for Books network is interested in charity and in going out for fun. Even if not everyone invited comes, you’re getting free PR to a large local audience, and you become known as cool for charity.”

And the biggest enjoyment both women get from organizing a Beers for Books event? It’s in knowing that “...a lot of people have good hearts.”

### CHALLENGE

Approaching a bar or restaurant manager to host an event can seem daunting at first.

### SOLUTION

Ask a friend who’s a regular customer to introduce you to the manager when it’s not too busy.

### BENEFIT

Your efforts help needy children gain access to books, the venue owner makes money, and everyone has a great time.

*“Have a drink with friends... create a treasured book for a child.”*

Run your own fun B4B event. Visit [BeersforBooks.org](#) for details.

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