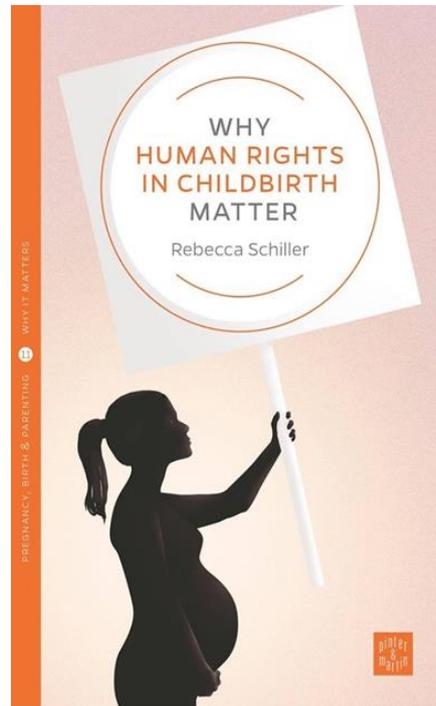


#newchapter book clubs for Birthrights



Thank you so much for signing up to host a #newchapter book club. Here are a few bits of information you might find helpful.

How can I get hold of the book?

You can order the book from Pinter and Martin (£6.99), Amazon (7.99 or Kindle edition for £3.99), Waterstones or The Book Depository. However, if you order 5 or more copies from Pinter and Martin the books will be £5 each (offer extends to all books in the All that Matters series) in addition to free postage.

When should I hold my book club?

We are encouraging hosts to hold their book club in the week commencing the 17th October. This should give everyone a few weeks to read the book from its launch on the 15th September and means we can create a bit of a buzz from book clubs being held at the same time! It also coincides with the Human Rights in Childbirth conference taking place in Strasbourg. However if you can't hold your book club this week don't worry -anytime is fine!

What do I need to do at the book club itself?

The objective of the book club is to tell a wider set of people about Birthrights and what we do. So this is what we would love you to do:

- Make a poster with the slogan “#newchapter”, then take a picture of it with your fellow book clubbers. If you tweet please copy us in at @birthrightsorg and use the hashtag #newchapter. Please send any photos you are happy for us to use online and in publicity material to info@birthrights.org.uk. Thank you!
- Ask your book clubbers to give a donation to Birthrights at the end of the event and provide a bucket, jar, tin for them to be able to do that
- Invite book clubbers to sign up to the Birthrights newsletter so they can hear more about our work in future and/or sign up to give regular monthly donation by visiting www.birthrights.org.uk (you could even make a tablet available to do this?)

What else can I do at the book club?

Holding a book club is a really fantastic way to support us. But if you want to you could take your fundraising even further. You have already told us about some fantastic ideas you are planning to raise even more money for Birthrights from your book club including:

- Donations for supper/canapes/drinks/cakes
- A “Guess Who Said” quiz related to birth
- A Raffle
- Mini-treatments

We’d love to see and hear the pics of all your different ideas.

What if we run out of things to say?

Please see separate list of questions for discussion.

How do I get the money to you?

Please pay your proceeds in via Virgin Money Giving. You can find the link on our website: <http://www.birthrights.org.uk/support-us/>. Please use “book club” in the reference- thank you!

Did you mention a surprise for every book clubber?

Yes, we will be posting out some lovely bookmarks very shortly. We will post out enough for every book clubber based on the estimated number you gave us (we will only be able to post out once so if you desperately need to amend this number please let us know by the 23rd September)..

Any other questions?

Please get in touch at info@birthrights.org.uk