

# ELLA Book Collaborative

Sponsored by Ella's Way



# Ella's Way



**Where Kindness Starts Early**

**Ella's Way Stories  
Create Conversations:**

**Kindness      Friendship  
Diversity      Disability  
Inclusion**

**Picture Books    School Visits    Fundraising**

## **Ella's Way Inc.**

- Founded 2013
- Nonprofit Organization, 501c(3) in 2016
- Eligible for grants and tax-deductible donations

### **Focus:**

- Education (children)
- Publishing

### **Sherry Cerino, President**

- Author, school visits, civic presentations, program management, publishing

### **David Richards, Vice President**

- Community outreach, marketing, customer relations, donor relations, special projects

### **Sean Richards, Chief Financial Officer**

- Budget, Profit & Loss Statements, financial planning

### **Nicole Zahn, Director**

- Book reviews, special projects



# Mission of Ella's Way

**At Ella's Way, we believe that early learning leads to acceptance. (E.L.L.A.)**

**Our mission is to promote kindness through acceptance of differences. With educating young children about the concepts of diversity and disability, they will be more accepting of differences as they begin to form their first friendships (ages 4-7 years).**

**Using our children's books, we provide enrichment programs that introduce the concepts of diversity, disability, acceptance and inclusion.**

# Progress

- There are currently 38 authors in the Ella's Way Book Collaborative.
- Each author has their own website page and link to a "Buy Now" site for their books.
- Ella's Way authors collaboratively share best practices, ideas for marketing, options for state and national activities and educational opportunities.
- Ella's Way authors are available to participate in school visits, regional and national conferences, holiday events, civic presentations and educational sessions.
- Ella's Way takes pride in supporting independent authors and publishing first time authors.



**As a nonprofit organization, Ella's Way regularly pursues grants and donations to purchase books directly from the authors.**

**Those books are then donated to schools across the country to support our mission of kindness!**



# There are currently 27 countries following Ella's Way!

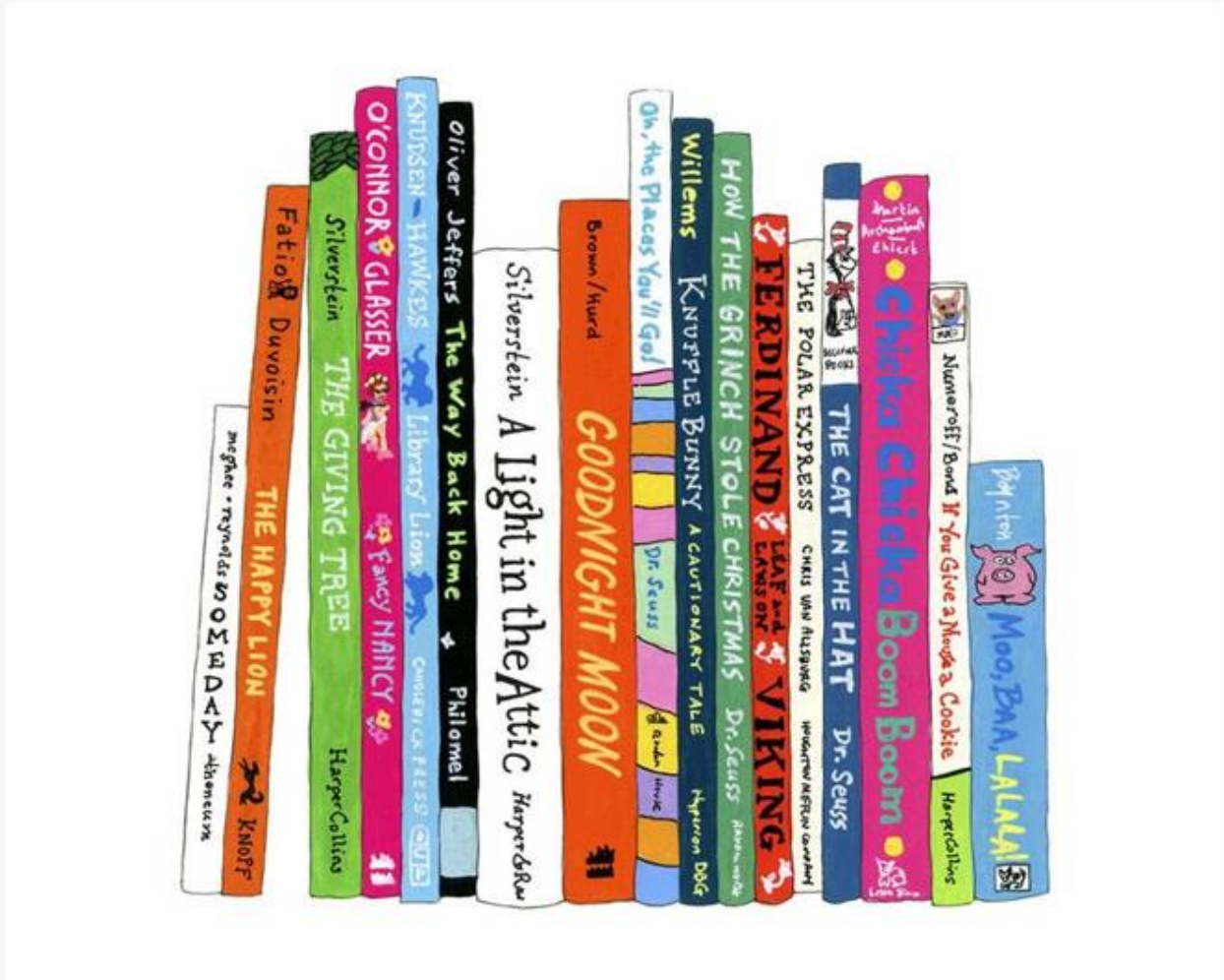


*27 Countries and Counting!*

# ELLA Book Collaborative



# Why start a book collaborative?





**We all have a similar mission but are working in individual silos.**



**Education**

**Friendship**



**Inclusion**

**Tolerance**



**Diversity**

**Kindness**



**Acceptance**

**Respect**



**Empathy**

**Disability**

**Compassion**

# There is strength and support in sharing a mission.

We all wrote books to make a difference

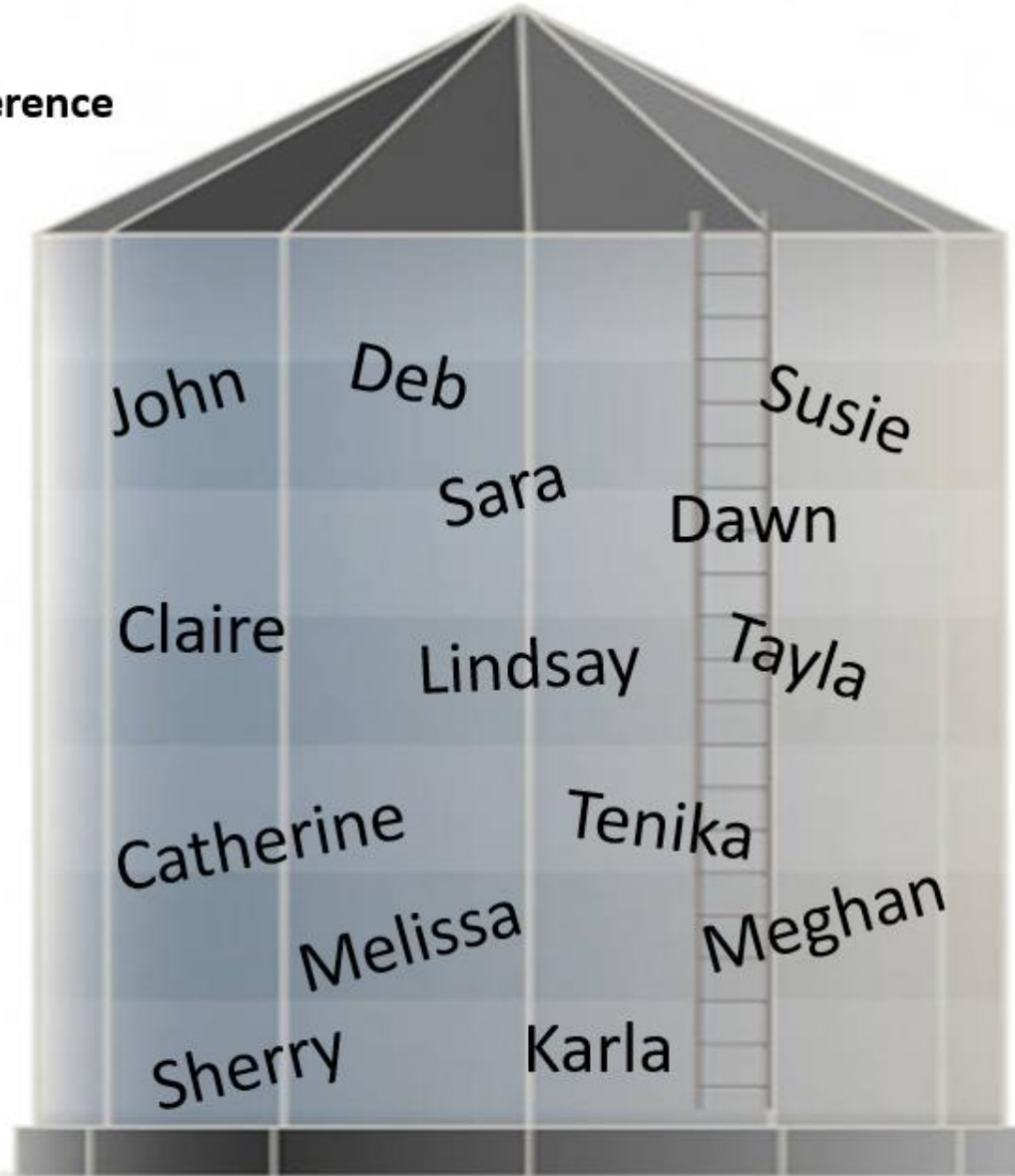
More eyes & ears on our mission

- Expand our audience

Varied skill sets to share

Learn from each other

- Social media
- Newspaper, radio
- Marketing
- Public speaking
- Classroom readings
- Website development
- Finance



Take on book companies that market to schools.

Scholastic = fun, entertainment

Ella's Way = meaningful enrichment

Diversity in grants/donors

Autism

Special needs

Literacy

Shared costs:

ISBN numbers

*Ella's Way*  
...Where Kindness Starts Early



## **ELLA Book Collaborative Mission:**

### **E.L.L.A. “Early Learning Leads to Acceptance”**

**Under the umbrella of Ella’s Way, collaborate with other authors to create a collection of books with stories that support the Ella’s Way mission. These books will be made available to be used as a resource for elementary schools and parents to create conversations with children in the concepts of diversity and disability awareness, kindness, acceptance and inclusion.**

# Criteria for ELLA Book Collaborative



## Children's books must:

- Be created as a picture book
- Be age appropriate for 7 & under
- Be available for review (pdf, video or hard copy)
- Have a competitive market retail price
  - < \$19.99 (hard cover)
  - < \$13.99 (soft cover)
- Be available for prompt, affordable shipping
- Have a theme within the Ella's Way mission (diversity & disability awareness, acceptance, kindness, inclusion, etc.)



## Process:

- **Children's book authors will be recruited from social media, book groups, library groups, personal contacts, etc.**
- **Authors will be directed to view the collaborative overview on the Ella's Way website.**



## Process (cont.):

- Author will complete the collaborative application and send to Ella's Way.
- Ella's Way will review the application and request to view book (pdf, video or hard copy).
- Approved books will be added to the E.L.L.A. Book Collaborative website.

# ELLA Book Collaborative Membership

## Donor Program

**Membership Fee: \$100 for first year (\$25 renewal annually)**

**Author receives:**

- **Inclusion of their book on Ella's Way website with link to the author's book site where book is sold (website, Etsy, Amazon, etc.).**
- **Access to online Collaborative meetings (author meet & greets, educational sessions, sharing of best practices, marketing tips, guest speakers, opportunities to share your story).**

# ELLA Book Collaborative Membership (cont.)

- Inclusion in online newsletters distributed to nationwide elementary school libraries and public children's libraries with link back to Ella's Way (where author's book with link is posted).
- Spotlight in Ella's Way social media platforms (Facebook, Instagram)
- Book image with "ELLA Certified Kindness" sticker embedded into book's PDF cover will be emailed to author and displayed on Ella's Way website. Certifies that the author's book has been formally reviewed and aligns with the Ella's Way mission for spreading kindness.







# Sample Book Covers



# ELLA Book Collaborative Membership (cont.)

- Author becomes a partner with the Ella's Way donor program. Ella's Way will use available profits from grants/donations to purchase author's books.
- Author will receive an initial book order from Ella's Way to establish donor inventory (2 book hardcover or 3 book softcover).
- A variety of authors' books will be used to create 5-10 book packages that will then be shipped directly to elementary schools, public libraries, children's clinics and other sites as deemed appropriate.



# ELLA Book Collaborative Membership (cont.)

- **Author will have access to receiving additional book orders as Ella's Way grants/donations are received. Ella's Way regularly applies for grants related to the mission.**
- **Any author that leaves the Collaborative is welcome to reapply at any time in the future. NOTE: Ella's Way is a nonprofit charity. The \$100 membership (donation) is tax-deductible.**



# Benefits of ELLA Book Collaborative

- **Authors are working together to spread the mission of kindness and acceptance.**
- **Increased marketing efforts by all authors sharing information on social media about the Collaborative.**
- **Additional resources for support, tips, best practices, special online events.**
- **Diversification of grant opportunities (diversity awareness, enrichment, literacy).**
- **More cache with grantors (larger number of authors working together).**
- **Opportunities for newsworthy articles.**
- **Increased clout when marketing to schools.**

## Next Steps?

**Complete the ELLA Book Collaborative Application**

<https://ellasway.com/join-ellas-way-book-collaborative.html>

