



## RIF<sup>®</sup> BOOK SUPPLIER FAQ

### **WHAT IS RIF?**

**Reading Is Fundamental, Inc. (RIF)**, founded in 1966, motivates children to read by working with them, their parents, and community members to make reading a fun and beneficial part of everyday life. RIF's highest priority is reaching underserved children from birth to age 8. Through community volunteers in every state and U.S. territory, RIF provides 4.6 million children with 16 million new, free books and literacy resources each year. For more information and to access reading resources, visit RIF's website at [www.rif.org](http://www.rif.org).

### **HOW DOES RIF WORK?**

The national RIF office approves community groups to operate local RIF programs in their area. These agreements are renewed annually. Each local program develops a comprehensive reading motivation strategy that encourages children to discover the joys and value of reading.

### **WHAT TYPES OF CHILDREN DOES RIF SERVE?**

RIF programs annually serve 4.6 million children of all ages, most of whom are at risk of educational failure, with a focus on those from birth to age 11.

### **IS MY COMPANY A GOOD MATCH FOR RIF?**

RIF book suppliers offer recreational reading materials appropriate for infants through high school (excluding workbooks, activity books and other items; contact the national office for details). Pricing restrictions limit spending to \$7.00 per book, after discount. However, to serve all the children in their programs, most coordinators spend approximately \$2.00-\$2.50 per book.

### **CAN RIF PROGRAMS PURCHASE BOOKS FOR CHILDREN WITH DISABILITIES?**

Braille, large-print books, and audiotapes are matched by RIF's federal funds if purchased for handicapped children. RIF programs may purchase Braille and large-print materials that exceed the \$7.00 per book limit. Contact the national office for details.

### **WHO PLACES ORDERS?**

All books are selected and ordered by local RIF programs, with assistance from their book-selection committees. RIF's national office does not select or purchase books for local programs.

### **HOW WILL MY COMPANY GET PAID?**

After a local RIF program has received their order, they send the invoice and local matching funds (payable to the Book Supplier) to the national RIF office. The national office processes this paperwork and forwards it as well as matching funds from RIF to the Book Supplier.

### **IF MY COMPANY BECOMES A RIF BOOK SUPPLIER, HOW WILL RIF PROGRAMS BE INFORMED?**

All authorized book suppliers are listed in RIF's Book Supplier Profile, an online listing of companies qualified to supply books to local RIF programs.

### **HOW WILL MY COMPANY'S BOOKS BE MARKETED TO RIF?**

Book promotion is the responsibility of individual book suppliers. To assist suppliers with marketing activities, RIF provides an updated list of the RIF programs' mailing addresses on a quarterly basis. RIF's Director of Publisher Relations will also assist suppliers with ideas and marketing information.

### **HOW CAN MY COMPANY BECOME A RIF BOOK SUPPLIER?**

Submit the application located at [www.rif.org/about/partnerwithrif/be\\_a\\_book\\_supplier.mspx](http://www.rif.org/about/partnerwithrif/be_a_book_supplier.mspx). Contact RIF's Director of Publisher Relations at 202-536-3471 or [cbryan@rif.org](mailto:cbryan@rif.org) with questions regarding the application process.