

**Reading**  
Is Fundamental

# BOOKS FOR OWNERSHIP IMPLEMENTATION GUIDE

Information and resources to guide your planning and implementation efforts a for successful **Books for Ownership** program.



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**Have a question, want to discuss an idea, or need additional information? Please contact us at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org).**

# SECTION 1: GET STARTED

## 1.1 Complete the Books for Ownership Administrative Requirements

- Register and complete a profile on Literacy Network at [RIF.org/literacy-network](https://RIF.org/literacy-network).
- Fill out the Books for Ownership **Getting Started Form** and you will receive an email with additional next steps including information on how to order your books.

## 1.2 Recruit and Onboard Volunteers

Books for Ownership programs are made possible by dedicated volunteers like yourself. Start by identifying your lead coordinator (this of course may be you) who will oversee the details and serve as the liaison with us here at RIF. Typically, the coordinator handles the administrative side of things including the book order, event planning, and volunteer recruitment.

- Identify how many volunteers you need for your program. Keep in mind that volunteers can include parents, teachers, school administrators, librarians, students, retirees, service and civic groups, local business employees, and RIF alumni.
- Volunteers can support many areas including setting up the book celebration event(s), planning reading activities to occur during the event(s) such as read a-louds, reading workshops, and author appearances, publicizing the local RIF program, assisting with extension motivation activities, and assisting with fundraising.
- If you need assistance with obtaining additional volunteers or other volunteer support, please contact us at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org).

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**Note:** RIF appreciates every volunteer hour. Encourage your volunteers to track their volunteer time at [RIF.org/literacy-network/volunteer](https://RIF.org/literacy-network/volunteer).

# SECTION 2:

# PLAN YOUR BOOK CELEBRATION EVENT

## 2.1 Event Checklist

Use this book celebration **event checklist** to help you in your event planning.

## 2.2 Order your Books

After sending in your Getting Starting Form, you will receive specific directions on how to order your books for your book celebration event(s). Please note that each book is \$3. When ordering your books consider:

- The number of books you are allocating per child.
- The option to order a cushion of extra books to ensure every child, whether choosing their books first or last, has a choice in his or her selection.
- Providing ample time to process your book request and receive the books. We suggest all book orders are placed a minimum of four weeks prior to an event.
- If you are unable to locate a certain type or genre of book that you would like to offer, please let us know at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org).

## 2.3 Consider Additional Event Costs

In addition to the book purchase costs, when developing your program budget and fundraising to support your efforts, consider potential, additional costs including:

- Ordering extra books to ensure all children have a choice in their book selection(s). Often our program sites order about an extra 10% of books based on the number of books determined per child to ensure that every child has a choice in his or her book selection.
- Incremental activities incorporated into your book celebration event(s)
- Event site/venue fees
- Author appearance fee
- Refreshments
- Signage (event banners, posters)
- Publicity

## 2.4 Set Event Date(s)

Schedule your book celebration event date(s) with ample time to publicize the event so parents and other local school and community leaders have the opportunity to attend and participate.

## 2.5 Choose Event Venue

Select the location for your book celebration event(s) and take into consideration venue costs (if any), hours available (including time for set-up and clean-up), space to accommodate the expected number of children as well as space for book display tables and activities. Make sure to follow approval procedures associated with different types of locations.

Below are some suggested event locations that are well-suited for a Books for Ownership book celebration event.

- School gymnasium
- School cafeteria
- School or public library
- Community center
- Outdoor venue such as a park

## 2.6 Choose Event Theme (optional)

Consider selecting a theme to help guide the planning of your book celebration event. A theme can provide structure for your motivational activities, event décor, and even the student book offerings. Examples of possible themes and related RIF resources include “Under the Sea,” “Fly Into Summer With Reading,” and “It’s a Jungle Out There.”

## 2.7 Assign Volunteer Responsibilities for Event Day

Reach out to your volunteers and assign each a specific task(s) for the book celebration event. Plan to offer a brief orientation prior to the event to review roles. Volunteer support may include:

- Setting up/breaking down event space (decorations, tables, etc.)
- Sorting books by grade level or theme as needed and putting on display
- Replenishing book distribution table(s)
- Assisting children with their book selections
- Helping children write their names in their books



- Assisting with crowd flow around tables
- Overseeing motivational activity including crafts, experiments, or other hands-on, experiential learning
- Discussing with kids their book selections and asking them if they'd like to sit down and read the book together
- Taking pictures to capture the experience (don't forget to get parental permission for any photos later used to showcase the event) and share with RIF at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org). Here is a sample **release form**.

## 2.8 Create and Implement Publicity Plan

Offering a Books for Ownership program in your school or community is a true opportunity to impact children, inspire them to read, and engage them in a lifelong passion for reading and for them to benefit from the power of literacy. Communicate to your parents, community, elected officials, and local literacy advocates about your specific Books for Ownership activities. This outreach raises awareness and may even help secure additional volunteers and fundraising dollars for future efforts.

To help you in this area, RIF provides a customizable template for the following communication resources:

- Suggested parent and community take-home letter and/or email
- Online banner for school or site website
- Press release template
- Social media toolkit

## 2.9 Prepare Event Signage and Materials

Brand the event with 'Reading Is Fundamental' to showcase your support of our collective mission to help all children learn to read and thrive. We invite you to use the RIF logo for an event banner, poster, book bin sign, and even book plates or stickers. We offer customizable templates to download and print including:

- Poster
- Bookplate
- Book plate
- Flyer
- Sticker

Plan to create your own materials with the RIF logo. Here is the **logo** for your use in black and white and color. If you to choose to create your own materials, we would love to see them. Please email a sample to us at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org).

Additional RIF-branded merchandise is available for purchase, as well. Provide RIF buttons to your volunteers to wear during the event, thank a RIF supporter with a RIF bag, or hand out stickers to participating children. Visit our [merchandise store](#).

## 2.10 Prepare Motivational Activities

Getting books into the hands of children is the priority of Books for Ownership. In addition, this program encourages, engages, and motivates strong reading habits through the inclusion of motivational reading activities to incorporate into the event(s). Some examples include:

- **Read-alouds:** One of the tried and true reading activities at Books for Ownership events is the guest read-aloud. This provides an ideal opportunity for someone from the school or community (such as a teacher, parent a local author, elected official, business or community leader) to provide a highly engaging experience. The most effective read-alouds are interactive, involving the students asking questions about the book being read.
- **Costumes:** Encouraging children to dress up as their favorite story character creates a highly interactive opportunity for them to discuss the books they have read. Having educators and parents participate and also dress up reinforces how literacy is a shared experience that transcends age.
- **Arts & Crafts:** Setting up stations with arts and crafts materials can provide a great outlet for students to express themselves before, during, or after the event. These types of activities are especially supportive of visual learners, providing them a way to describe or show what they have gleaned from a story or book.



Please review [RIF's Guide to Motivational Activities](#) for more ideas.

# SECTION 3:

# EXTEND BOOKS FOR OWNERSHIP THROUGHOUT THE YEAR

RIF wants to work together to use Books for Ownership to help create an ongoing culture of literacy. The impact of the program goes beyond the initial book celebration event, and we offer a number of ideas and resources to integrate the importance of reading and engage children throughout the year.

## 3.1 Integrate Literacy Central Resources

Literacy Central, RIF's digital book resource destination, offers thousands of free support materials for many of the books you will distribute as part of Books for Ownership. Literacy Central's resources can be used as motivational activities during an event or as additional content to support the books throughout the year in the classroom or at home.

All of the resources on Literacy Central are free and include videos, games, lesson plans, and more. We also suggest you let parents know about this resource so they can work with their children at home with easy access to resources that complement the book(s) their child now own.

View the RIF guide on **[How to integrate Literacy Central into your Books for Ownership program.](#)**

## 3.2 Implement RIF National Literacy Campaigns

Each quarter, RIF creates national campaigns to drive the importance of reading, provide engaging resources to motivate reading, and lead a national movement to ensure everyone understands the importance of childhood literacy while providing tools to get communities involved.

As a part of the RIF community and one of our Books for Ownership program participants, you're invited to use these quarterly campaigns in your school, community center, or other site to continuously engage and motivate children to read.

To view the latest toolkits, visit **[RIF.org/literacy-network/volunteer](https://www.rif.org/literacy-network/volunteer)**.



### 3.3 Involve Parents and the Community

Parents, local literacy volunteers, and other adults active in a child's life can all serve as reading role models. Modeling a passion for reading and good reading habits is a wonderful way to reinforce the goals of Books for Ownership to create a continuous culture of literacy in-school, at a community organization, or at home.

**Literacy Central** is a great starting point when looking for ideas to complement a book with additional resources or just find engaging literacy activities for parents and volunteers to do with their children and kids in the community.

Here is a sample **parent letter** you can customize and send home to your students' parents to make them aware of Literacy Central and the resources it offers to get their children engaged in reading at home.



# SECTION 4:

# REPORT YOUR PROGRAM METRICS AND TRACK PROGRAM IMPACT

## 4.1 Provide RIF National with Key Metrics

Report your activities: Please submit the data on your program activities to ensure we can track and measure the collective impact across all program sites.

Visit [RIF.org/literacy-network/programs/books-for-ownership](https://RIF.org/literacy-network/programs/books-for-ownership).

## 4.2 Help RIF Track the Impact of Books for Ownership

**Measure your impact:** RIF is tracking several key measures to monitor the impact of the Books for Ownership program for the children we all serve. Please share the link to our brief program questionnaire with the educators and/or community organizers who participated in your program and parents whose children received books in order for them to share their feedback with RIF.

There are multiple ways to share this link including providing to each teacher that has children that received books or resource support as part of Books for Ownership and sending home a parent note via an email, newsletter, or a post on your school website.

Here is some suggested language to provide to your participating educators and parents to encourage them to fill out the survey with the correct link to the survey:

### **Suggested parent copy:**

*Your child recently has participated in Reading Is Fundamental's (RIF) Book for Ownership program. We are thrilled to partner with RIF to provide children with the opportunity to choose new, high quality books to take home and own. In addition, we are committed to extending our focus on reading with many other resources and activities as part of the Books for Ownership program. In order to understand the impact of Books for Ownership on the children who participate, we are requesting that you answer a few short survey questions which you can find at the following link <https://tinyurl.com/BFO-Parents>. We appreciate your time. This type of information*

*helps RIF and us continue to evaluate and provide the strongest programs to support all of our children to learn to read and give them the fundamental building blocks to reach their highest potential. And, you are always welcome to visit [RIF.org/literacy-central](https://www.rif.org/literacy-central) to find activities, videos, and more to support your children at home. Thank you for your support.*

**Suggested educator copy:**

*Your class recently has participated in Reading Is Fundamental's (RIF) Book for Ownership program. We are thrilled to partner with RIF to provide children with the opportunity to choose new, high quality books to take home and own. In addition, we are committed to extending our focus on reading with many other resources and activities as part of the Books for Ownership program. In order to understand the impact of Books for Ownership on the children who participate, we are requesting that you answer a few short survey questions which you can find at the following link <https://tinyurl.com/BFO-Educators>. We appreciate your time. This type of information helps RIF and us continue to evaluate and provide the strongest programs to support all children to learn to read and give them the fundamental building blocks to reach their highest potential. And, please continue to use the resources and activities found at [RIF.org/literacy-central](https://www.rif.org/literacy-central) throughout the year to reinforce the importance of reading, engage your students in reading, and continue to create an ongoing culture of literacy. Thank you for your support.*

**Have a question, want to discuss an idea, or need additional information? Please contact us at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org).**

