

# Share a REad aloud

Million Book March is Reading Is Fundamental’s National Reading Month campaign, encouraging kids to collectively read one million books in the month of March. Each time a child completes a book, his/her book can be tallied through RIF’s live book counter at www.rif.org/millionbookmarch. In addition, a ***reader***board feature allows schools and community groups around the country to compete and see if they can read the most books during the month.

**RIF needs your help to encourage children to read. By participating in RIF’s Million Book March initiative you share the importance of reading in a way that is fun, exciting and supportive.**

**Why Host a Read Aloud?**

Reading Is Fundamental’s [Read for Success](http://donate.rif.org/site/R?i=hG4bLZ6aGGobJamsAkerMg) is a program designed to help close the achievement gap and encourage reading. The Read for Success collection combines high-quality texts rich in vocabulary with STEAM concepts. Read for Success encourages educators to use a read aloud concept to illustrate new ideas to students. This proven method helps to introduce vocabulary, test comprehension or to provide an outline for a new area of exploration. A read aloud provides an opportunity for students from varying backgrounds to develop understanding and connect new concepts together. Learning can be scaffolded so students who lack subject understanding can receive instruction before moving on to more complex teachings

Plan a Read Aloud

Children of all ages like to be read to aloud. It is a great opportunity to engage children in a story in a new way by adding intonation, sound effects and voice to written words. A read aloud also provides a nice connection for the reader/ read’s organization to the book being shared. The best part is that a read aloud does not require tons of resources or extra activities to be effective and engaging.

1. Consider who would be a notable or great reader and select an audience appropriate book that takes between 5-20 minutes to read. You may want to line-up several readers and create an assembly atmosphere. Make arrangements to bring children to your business or to have your reader present where they are (you may need to fill out advance paperwork) like a school or community center.
2. Before the event, customize the parent email template and reach out to students and parents about RIF’s Million Book March and the read aloud opportunity. Use the social tools to consider promoting the read aloud as a Facebook Live event for tune-in.
3. Customize and print the flyer to send to the children your business or community would like reach and provide information for families to attend. Post the online banners on your website.
4. On the day of the event have a chair for the reader, any props needed, a microphone for the introduction and the reader to use. Ensure your reader has practiced reading and is prepared to share the pictures with the participants.
5. Print posters in advance that share who the reader is &/or what they will be reading and have these displayed.
6. When the children arrive for the read aloud, share who you are and share RIF’s Million Book March. If you are going to use a Live feature or tape the read aloud to post later on a website, make sure you either have permission to film the children or shoot the footage from behind them so their faces are not shown, just the adult reader.
7. After reading consider using the certificates or the bookmarks to print and give out to the read aloud audience as a takeaway.
8. After the event, be sure you get full credit for your hard work by using our social message suggestions and post on your site with #everybookcounts & #RIFMillionBookMarch
9. Remember the end goal is to help RIF tally 1 million books read, so be sure to have a way to count the books read and designate a point person to enter your number of books on the official counter at [www.rif.org/millionbookmarch](http://www.rif.org/millionbookmarch)
10. If you have any questions, please reach out to your RIF contact or email contactus@rif.org
11. Have a great time and enjoy promoting the joy and fun of reading!

**RIF Partners Can Include:**

* Schools and classrooms
* Day care centers and afterschool programs
* Government officials
* Community partner sites
* Corporates sites and local businesses

**Timeline:**

* Pre-Promotion: February 16- February 28, 2018
* Actual Promotion: March 1- March 31, 2018

**FREE Tools Available:**

8.5 x 11” Flyers:

* Complete Flyer
* Customizable Flyer for Schools and Others
* Customizable Flyer for Community and Government Partners
* Customizable Flyer with NEA branding

11 x 17” Posters:

* Customizable for All
* Customizable with NEA branding

22 x 28” Posters: (these are formatted to be printed at local print shops)

* Complete Poster
* Complete Poster with NEA branding

Bookmarks:

* Complete 2 x 7” Bookmark (you can print just the front or double-sided)
* Complete 2 x 7” Bookmark with NEA branding (you can print just the front or double-sided)
* 8.5 x 11” Corner Bookmark Activity Sheet
* 8.5 x 11” Corner Bookmark Activity Sheet with NEA branding

8.5 x 11” March Activity Sheet:

* Customizable for All
* Customizable with NEA branding

Certificates:

* 11 x 8.5 Complete Certificate
* 11 x 8.5” Complete Certificate also with NEA branding

Online Banners:

* Complete 300 x 250 (with MBM branding)
* Complete 300 x 250 (with core image & branding)
* Complete 720 x 90
* Complete 160 x 600

Other Resources:

* **Million Book March Onesheet:**
* **Sample** **Social Messaging for Campaigns:**
* **Sample Social Messaging for Personal:**
* **Sample Newsletter Messaging:**
* **Sample Email Messaging:**
	+ For Educator Audience
	+ For Family Audience
* **Million Book March Reading Collection featuring Literacy Materials**

