

# toolkit

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.**

**RIF Partners Can Include:**

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

**How to Implement:**

1. Consider and select an event, promotion or activity that best fits the children you serve. Plan for a fun event and gather items you need to successfully host. (Suggested list of events and activities provided below)
2. Go to [www.rif.org/millionbookmarchtools](http://www.rif.org/millionbookmarchtools). Review, select and download promotional materials that would help you reach your audience (kids, parents, both?).
3. Determine what event resources you need to make the activity fun and encourage children to read. Review, select and download materials. and add to them if needed with purchased items.
4. Customize any promotional or event resources with items like logos, event information or action items and post/send them.
5. Use suggested social posts, newsletter copy or sample emails to personally share the Million Book March and your event.
6. Purchase any items you might need for an event like white boards, paper, books, food, etc.
7. 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)
8. If you have any questions, please reach out to your RIF contact or email [contactus@rif.org](mailto:contactus@rif.org)
9. Have a great time and enjoy promoting the joy and fun of reading!

**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**

**Sample Event Suggestions:**

Your company or organization are welcome to create an event promoting Million Book March using RIF’s FREE resources. Below are fun ways to encourage reading and tracking progress using any of our customizable resources.

Daily DEAR Time/ Morning Kick-off Reading / Indoor Recess Reading

Use designated reading time already found in daily schedule in schools and community centers to create an incentive for students to read and keep a weekly/ monthly tally of their books read to create a collective count for the class, school or center.

1. Before March 1, the principal/ reading specialist or classroom teacher can customize the parent email template and reach out to parents about how they will be participating in RIF’s Million Book March.
2. A flyer can also be sent home with a note can also be a chance to ask for help to plan a month-long goal and a post National Reading Month fun celebration for the class.
3. The principal/ reading specialist or classroom can print the bookmarks &/or certificates to have the children chart their reading.
4. Every morning, first thing in the morning or after lunch every day, teachers will provide reading time and will have kids mark their certificates and book mark their pages.
5. Each week, the teacher can count the books and tally their total on RIF’s book counter.
6. Food can be incorporated to make the kick-off event or post/goal achievement event to feel more like a celebration. Ideas include:
   * Books and Bagels- a breakfast way to begin the day with reading
   * Popcorn and Pages- break for light snack in the afternoon and a great book.
   * Indoor Recess, Reading and Rice Krispie Treats – instead of taking the kids outside on a cold day, have them share a good book and a little dessert.

Book Fair or Library Fun

School PTA’s, Book Stores or Libraries can host a Million Book March reading “marathon” that encourages children to read their newly purchased or borrowed books on-site, in a limited amount of time. Then all participants tally as many books as they can in the time and results are reported in real time on RIF’s book counter.

1. Before March 1, the PTA, Media Specialist customize the parent email template and reach out to students and parents about how they will be participating in RIF’s Million Book March.
2. Customize and print the flyer to post around the school, library or business. Send the flyer home with the information for families to attend. Post the online banners on your website.
3. On the day of the event, plan fun decorations like printing the poster and placing books around the event for kids to consider reading.
4. Consider setting aside a comfortable place for kids to read after visiting the book fair or selecting books in a media center. You may also want to create a whole day of reading.Here are some helpful suggestions:

* Provide a fun dessert to pull in interest like an ice cream sundae bar or hot chocolate buffet
* Print collateral for kids who read a designated number of books to receive a certificate or a bookmark. You may just want to print these for all as a takeaway item.
* Take lots of pictures of the event to share after the event. Make sure you have permission ahead of time to take pictures of children from their families.

1. When kids leave or when the event is over, have a place where they can give their book total and enter it on the spot to the RIF book counter.
2. 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

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 affects 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 you present where they are (you may need to fill out advance paperwork).
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

Reading Room or Media Center Takeover:

Most schools have a media center/ library and some schools even have designated reading rooms where children specifically go to interact with books and read. This is a perfect place to have a month-long takeover for Million Book March.

1. Before March 1, the PTA, Media Specialist customize the parent email template and reach out to students and parents about how they will be participating in RIF’s Million Book March in the designated space.
2. Customize and print the flyer to post around the school, reading room or library. Send the flyer home with the information for families to attend. Post the online banners on your website.
3. Fully takeover the space with posters, and supplement with other fun decorations like balloons, streamers and suggested books.
4. Have a place in the room that kids can sign in the number of books they read and each day of the month, tally the total number of books. Then enter these at the end of the week on RIF’s book counter.
5. Determine if you want bookmarks for every child to use as guide for books to read and to keep track. You may want to print out the Corner Bookmark activity the first day to use as a kick-off activity and students can use this throughout the month.
6. At the end of the month, make sure to report back to parents, teachers and others how well the children did via social, newsletters and other communication channels.

