

# Back to School Reading Tools Communication Toolkit



Sharpen your pencils and reading skills with RIF's Back to School Reading Tools. This toolkit provides ideas and inspiration for how you can join RIF in encouraging literacy both in and out of the classroom by helping students build and maintain valuable literacy skills throughout the school year.

Reading Is Fundamental (RIF) is pleased to add three great tools to our growing offering that will help students transition from summer to school. They include our new Reading Log App to create book lists and track time reading, our Literacy Tracker informal assessment tool to gauge reading level and progress, and our "Be Your Best You" social-emotional learning book collection that shares great stories encapsulating changes in routines, feelings and behaviors for students.

## Social media

The following are a few samples of posts to share helpful tips and RIF's Back to School Reading Tools with your community.



**Facebook:**

**Reading Log App:**

Transition from summer to school with NEW reading tools! <<SCHOOL or COMMUNITY PARTNER NAME>> has joined Reading Is Fundamental to help your child's reading improve starting day one. Visit [RIF.org/schooltools](https://RIF.org/schooltools) for more. #readingisfundamental

Help your child's reading skills make the grade, <<SCHOOL or COMMUNITY PARTNER NAME>> has partnered with RIF to challenge your child to create book lists and track reading time using the free Reading Log App. Visit [RIF.org/schooltools](https://RIF.org/schooltools). #readingisfundamental

Turn the page on old-school paper logs. Now students can track their books and time reading and safely share it with teachers and caregivers using the RIF Reading Log App. <<SCHOOL or COMMUNITY PARTNER NAME>> has partnered with RIF to help digital natives combine reading & technology to create literacy impact. Visit [RIF.org/schooltools](https://RIF.org/schooltools). #readingisfundamental

**Literacy Tracker:**

<<SCHOOL or COMMUNITY PARTNER NAME>> has partnered with Reading Is Fundamental to provide an engaging and easy to use assessment tool that supports and tracks reading improvement. Visit [RIF.org/schooltools](http://RIF.org/schooltools) to learn more about Literacy Tracker. #readingisfundamental

Increase your child's literacy skills without paper! <<SCHOOL or COMMUNITY PARTNER NAME>> has partnered with Reading Is Fundamental to offer Literacy Tracker, an online reading assessment tool. Learn more at [RIF.org/schooltools](http://RIF.org/schooltools). #readingisfundamental

**"Be The Best You" Book Collection:**

<<SCHOOL or COMMUNITY PARTNER NAME>> and RIF have partnered to help your student smoothly transition from summer to school with the "Be Your Best You" social-emotional book collection. Find it at [RIF.org/schooltools](http://RIF.org/schooltools). #readingisfundamental

Summer to school can be a smooth transition. <<SCHOOL or COMMUNITY PARTNER NAME>> has partnered with RIF to offer a great social-emotional book collection for families to enjoy together. Visit [RIF.org/schooltools](http://RIF.org/schooltools) to learn more! #readingisfundamental



**Twitter:**

Put away the paper for back to school. @RIFWEB and <<SCHOOL or COMMUNITY PARTNER NAME>> invite you to download the new RIF Reading Log App. Visit [@RIF.org/schooltools](http://@RIF.org/schooltools) #readingisfundamental

Pack your virtual bookbag with new back to school reading tools. @RIFWEB & <<SCHOOL or COMMUNITY PARTNER NAME>> invites you to try Literacy Tracker – an informal, leveled reading assessment tool. [@RIF.org/schooltools](http://@RIF.org/schooltools) #readingisfundamental

<<SCHOOL or COMMUNITY PARTNER NAME>> and @RIFWEB invite you to smoothly transition from summer to school. Visit [@RIF.org/schooltools](http://@RIF.org/schooltools) for the "Be the Best You" SEL Book Collection #readingisfundamental

**Generic Tweets:**

On the go this school year? Make book lists and then track & share time reading with the new RIF Reading Log App. Follow the link for all the details @ [RIF.org/schooltools](http://RIF.org/schooltools) #readingisfundamental

Help your child's reading make the grade. Use @RIFWEB new Literacy Tracker and informally assess reading level and book interests. Learn more @ [RIF.org/schooltools](http://RIF.org/schooltools) #readingisfundamental

Transition from summer to school with the new “Be Your Best You” SEL Book Collection. Read, chat and use fun activities for a smooth start. Learn more @ RIF.org/schooltools #readingisfundamental

### Hashtags:

Spread the word by using #RIFSCHOOLTOOLS and #readingisfundamental when posting to social media.

## Banners

Visuals always make for more interactive engaging outreach. Post a back to school themed banner or image on your website, blog, or social media pages.

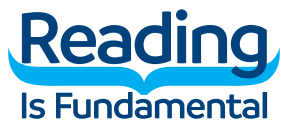
- Banner (250 x 200 px)
- Facebook (470 x 470 px)
- Twitter (440 x 220 px)
- Instagram (640 x 640 px)



*250 x 200 px banner example*

## Newsletter suggestion:

<<SCHOOL or COMMUNITY PARTNER NAME>> and Reading Is Fundamental (RIF) are pleased to partner and ensure all students have the tools they need to improve their reading skills from day one of the new school year. Visit [RIF.org/schooltools](http://RIF.org/schooltools) to access the new social-emotional book collection, “Be Your Best You”, to help students transition from carefree summer to structured school days. Also part of RIF’s Back to School Reading Tools are two technology-based reading tools. **Literacy Tracker** is an informal reading assessment tool that can both suggest reading material as well as provide supportive direction on reading level. The new **RIF Reading Log App** allows students to turn the page on paper logs and instead use an easy app to list, track and share books read. Sharpen literacy skills with resources from RIF that will help your young learners make the grade!



## Email for educators/ community partners:

*(For administrators and leaders to provide information to staff.)*

**Subject:** RIF's Back to School Reading Tools Inspire and Support Reading from Day One

**Header:** Transition from Summer to School with Easy Reading Tools

Reading Is Fundamental (RIF) is pleased to partner with <<CLASS, SCHOOL or COMMUNITY PARTNER NAME>> to start a new school year and work together to help your students acquire and build new literacy skills beginning day one. Introducing RIF's Back to School Reading Tools featuring three distinctive new offerings that can be used on their own or can complement the other literacy resources already available on RIF's Literacy Central like Interactive Calendars, Puzzle Creator and BeeLine Reader.

Visit [RIF.org/schooltools](http://RIF.org/schooltools) to access the new social-emotional book collection, "Be Your Best You" to help students transition from carefree summer to structured school days. Also, part of RIF's Back to School tools are two free technology-based reading tools. **Literacy Tracker** is an informal reading assessment tool that can both suggest reading material as well as provide supportive direction on reading level. The new **RIF Reading Log App** allows students to turn the page on paper logs and instead use an easy app to list, track and share books read.

The beginning of the school year is a perfect time to start fresh and utilize great tools specifically designed to complement and enhance the classroom experience. To make full use of all the free resources available to you, be sure to register today or sign in each time you visit Literacy Central.

Wishing you and your students a page-turning school year!

<<YOUR NAME>>

## Email for Parents/ Family:

*(For educators and community partners to send to caregivers and families.)*

**Subject:** RIF's Back to School Reading Tools Inspire and Support Reading from Day One

**Header:** Transition from Summer to School with Easy Reading Tools

<<CLASS, SCHOOL or COMMUNITY PARTNER NAME>> and Reading Is Fundamental (RIF) are pleased to partner to offer back to school reading tools to help your student start the year off ready for reading success.

Introducing RIF's Back to School Reading Tools featuring three new offerings that can be used on their own or can complement the other literacy resources already available on RIF's Literacy Central like Interactive Calendars, Puzzle Creator and BeeLine Reader.

Visit [RIF.org/schooltools](http://RIF.org/schooltools) to access the new social-emotional book collection, "Be Your Best You" to help students transition from carefree summer to structured school days. Also, part of RIF's Back to School Reading Tools are two technology-based reading tools. **Literacy Tracker** is an informal reading assessment tool that can both suggest reading material as well as provide supportive direction on reading level. The new **RIF Reading Log App** allows students to turn the page on paper logs and instead use an easy app to list, track and share books read.

Whether your child reads on their own, listens to you read aloud, or flips through a picture book, reading for enjoyment is a great way to encourage children to include reading in their daily routine. As your student starts back to school, look for ways your family can encourage reading and build literacy skills.

Wishing you school year success!

<<YOUR NAME>>

## Key resources

Here are a few places to direct your communities to be part of RIF's Back to School Reading Tools Campaign:

- RIF's Back to School Reading Tools Learning Page: [RIF.org/schooltools](http://RIF.org/schooltools)
- RIF has a partnership with the National PTA on their Family Reading Experience: [PTA.org/Reading](http://PTA.org/Reading) or [RIF.org/pta](http://RIF.org/pta)
- RIF also works with the National Head Start Association to provide Head Start with themed book collections each month. [RIF.org/head-start](http://RIF.org/head-start)

**National  
PTA**  
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