



Reading Is  
Fundamental

# Soar into SUMMER READING



## OUTREACH TOOLKIT

It's summer! And that means baseball games, barbecues, beach trips and **books**. This toolkit provides ideas and inspiration for how you can take part in encouraging literacy outside of the classroom this summer and help kids maintain the valuable literacy skills they have developed.

### SOCIAL MEDIA

The following are a few samples of posts to partner and promote RIF's Soar into Summer Reading:

#### Facebook:

Soar into summer with parent tips, book suggestions and free online literacy resources to raise your student's reading abilities to new heights. <<SCHOOL or COMMUNITY PARTNER NAME >> has joined Reading Is Fundamental to help your child's reading sky rocket, visit [rif.org/summer](http://rif.org/summer) for more!

This summer, whether your family is staying close to home or traveling far away, <<SCHOOL or COMMUNITY PARTNER NAME >> has partnered with RIF to provide book recommendations and free activities to keep your child reading and ready to soar! [rif.org/summer](http://rif.org/summer)

Amid the barbecues and ball games, make sure you've got a book to bring along! <<SCHOOL or COMMUNITY PARTNER NAME >> has partnered with RIF because summer is a vital time to keep kids learning and excited about the reading progress they've made during the school year. Visit [rif.org/summer](http://rif.org/summer) for activities and book recommendations!

Let <<SCHOOL or COMMUNITY PARTNER NAME >> help pack your beach bag with all the essentials: towel, sunscreen, and a great book! We've partnered with Reading Is Fundamental to offer book suggestions and free ebooks, so you can read in the sunshine all summer long! Visit [rif.org/summer](http://rif.org/summer) for books, activities and more!

Be sure to join Literacy Central at [rif.org/literacy-central](http://rif.org/literacy-central) today!



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Increase your child's literacy skills without weighing down your luggage this summer! <<SCHOOL or COMMUNITY PARTNER NAME >> has partnered with Reading Is Fundamental to offer free fun activities and tips that will keep your kids entertained (and educated) all summer long! Visit [rif.org/summer](http://rif.org/summer)

#### Twitter:

@RIFWEB and <<SCHOOL or COMMUNITY PARTNER NAME >> invite you to soar into summer and let your child's reading capabilities take flight! From reading lists to free literacy resources, visit [@rif.org/summer](http://@rif.org/summer) today!

Check out the fun ways to keep kids reading and learning throughout the summer from @RIFWEB & <<SCHOOL or COMMUNITY PARTNER NAME >> by going to [rif.org/summer](http://rif.org/summer)

#### Generic Tweets:

Summer break is quickly approaching! Do you have your reading materials yet? @RIFWEB has activities & booklists @ [rif.org/summer](http://rif.org/summer)

Beat boredom this summer! @RIFWEB has fun activities that will keep your kids learning @ [rif.org/summer](http://rif.org/summer)

On the go this summer? Bring books without weighing down your luggage! @RIFWEB has free ebooks and activities @ [rif.org/summer](http://rif.org/summer)

School's out! Keep up the momentum your kids had in the classroom with fun summer activities and tips from @RIFWEB @ [rif.org/summer](http://rif.org/summer)

#### Hashtags:

Spread the word by using #RIFSUMMER when posting to social media.

#### NEWSLETTER Suggestion:

<<SCHOOL or COMMUNITY PARTNER NAME >> and Reading Is Fundamental (RIF) are pleased to partner and help kids soar into summer reading. From RIF reading lists and a collection of

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free ebooks to interactive materials on Literacy Central and our new Literacy Central app, Reading Is Fundamental has tools for every level to raise reading to new heights! Be sure to join the fun and rely on RIF for great literacy tools at [rif.org/summer](http://rif.org/summer).

## BANNERS

Post a summer learning themed banner 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)

## EMAIL for Educators:

**Subject:** RIF's Soar into Summer Reading

**Header:** Help Your Students' Reading Take Flight

Reading Is Fundamental (RIF) is pleased to partner with [you/with teachers/schools or community partner](#) to lift students' reading abilities and help them keep the essential skills they have acquired over the school year with Soar into Summer Reading.

From RIF reading lists and a collection of free ebooks to interactive materials on Literacy Central and our new Literacy Central app, Reading Is Fundamental has tools for every level to raise reading to new heights! Be sure to join the fun and rely on RIF for great literacy tools at [rif.org/summer](http://rif.org/summer).

RIF's Literacy Central is the destination for over 8,000 free digital literacy resources like read-aloud videos, educator guides, lesson plans and more. With your full access, you can also use great teaching tools like Puzzle Creator and BeeLine Reader. Register today or sign in each time you visit to fully explore the literacy resources available.

Keep Soaring with Reading!

<<YOUR NAME>>

Be sure to join Literacy Central at [rif.org/literacy-central](http://rif.org/literacy-central) today!





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## EMAIL for Parents/ Family:

**Subject:** RIF's Soar into Summer Reading

**Header:** Help Your Child's Reading Take Flight

Reading Is Fundamental (RIF) is pleased to partner with **you/with teachers/schools or community partner** to lift your child's reading abilities and help them keep the essential skills they have acquired over the school year with Soar into Summer Reading.

From RIF reading lists and a collection of free ebooks to interactive materials on Literacy Central and our new Literacy Central app, Reading Is Fundamental has tools for every level to raise reading to new heights!

Families always hear about the importance of children reading. Now, RIF is happy to share great books for each grade level, as well as fun activities that make the story fun and engaging to encourage your children to enjoy the summer and keep reading.

To learn more about RIF's Soar into Summer, **visit [rif.org/summer](http://rif.org/summer)**.

Keep Soaring with Reading!

**<<YOUR NAME>>**

## KEY RESOURCES

Here are a few places to direct your communities to be part of RIF's Soar Into Summer Reading

- RIF Summer Learning Page: [www.rif.org/summer](http://www.rif.org/summer)
- RIF is featured on PBS's Summer of Adventure website:  
<http://www.pbs.org/parents/summer/>
- RIF is also partnered with Scholastic on their Summer Reading Road Trip:  
<https://www.scholastic.com/summer/home/>
- RIF also has a partnership with the National PTA on their Family Reading Experience:  
<https://www.pta.org/home/programs/family-reading>



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