



Cause Marketing & Brand Partnerships

Put your brand behind the joy of reading.

Align your brand with Reading Is Fundamental (RIF), a trusted leader in children's literacy. Through cause marketing, co-branded campaigns, and custom content, corporate partners expand access to books, inspire the joy of reading, and strengthen the communities where their employees and customers live and work.

Cause Marketing

Overview

RIF works with [consumer-facing companies](#) to create joyful, trusted campaigns that invite customers to help expand children's access to books and literacy resources. In its history, RIF has partnered with more than 400 companies.

How to Partner

Opportunities may include:

- Round-up-at-register campaigns
- Percentage-of-sales promotions
- Buy-one/give-one models
- Product-linked literacy initiatives
- Workplace giving campaigns

Estimated Investment

Customized based on campaign

Impact

Turn everyday purchases into meaningful support for children's literacy while giving consumers an easy way to participate in your company's purpose.



Awareness Campaigns

Overview

Bring RIF and your brand together around moments that matter to families, schools, and communities.

How to Partner

Participate in co-branded reading challenges, Back-to-School initiatives, National Reading Month activations, seasonal campaigns, product tie-ins, or other experiences aligned with your company's goals.

Estimated Investment

Customized based on campaign

Impact

Connect your brand with trusted literacy expertise while creating engaging experiences for families and consumers.

Storytelling & Content Partnerships

Overview

Use [books and storytelling](#) to bring your company's priorities, characters, or expertise to life for children and families.

How to Partner

Collaborate with RIF on the creation of original children's books with accompanying family and/or educator resources.

Estimated Investment

Customized based on scope.

Impact

Create lasting, shareable content that extends your brand's awareness and message while inspiring children to read, learn, and explore.

Let's create a campaign your customers will love. Tell us about your brand and goals, and our partnerships team will help design the right cause marketing or co-branded opportunity.