

Quick Tips for a Successful Book Distribution

for Grades K–6

Develop a Theme, and Get Into It!

Think of a subject that will allow parents, teachers, students, and community partners a chance to unite in a creative way. Popular topics include weather, holidays, back-to-school, sports, science, and classic books. Under these big ideas, create a theme that can be reflected through decorations, costumes, book choices, and activities.

Get Into Character

Include popular characters to make book distributions more interactive. This is a great way to involve teachers, parents, and community members. Who doesn't want to take a picture with a principal dressed like a big red dog? Characters are sure to bring out the magic of reading at your distribution.

Choose the Right Books

Young readers judge books based on their covers. Pick books for your distribution that will capture the eyes and attention of children. Students in grades K–5 are usually drawn to amusing books with silly drawings and humor. Keep their interests in mind when selecting books. Include nonfiction and popular series for older readers.

Get the Community Involved

When you begin planning your distribution, look around your community. Who can you involve? Who is looking for an opportunity to partner? Encourage volunteers to support your distribution. Be creative in the ways that the community can be involved. In turn, students' interests in reading will soar when they see that reading goes beyond the classroom.

Most important, have some fun at your distribution!

Plan arts and crafts and other extension activities to bring books alive and engage children in a fun learning experience.

For example:

THE WIZARD OF OZ

Ask children to create a "yellow brick road" to reading. Children can put their names and the titles of the books they've read on yellow bricks and line them along a hallway in school, creating a road to the library.

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THE MAGIC SCHOOL BUS

To create a character like Ms. Frizzle, all you need is a wacky wig, some makeup and crazy clothes. Don't worry if kids can't recognize that your character is Ms. Frizzle. The mystery will be part of the fun!

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My BOOKS

I read, therefore I AM.

Quick Tips for a Successful Book Distribution for Grades 6 and higher

Get Students Involved

What better way is there to find out what students want than to ask them? Gather a team of students and have them participate in the planning process of the distribution. Allow them to come up with creative ideas and activities. This opportunity gives students a voice while creating excitement for an evening based on their own contributions. In the end, students will be able to say that they were a part of something great!

Let the Word Out!

Good advertising is crucial to any successful event. Students can create flyers and use social media to spread word of the event. Making an event page on Facebook or gathering a following on Twitter are innovative ways to make others aware of and excited about the event.

Generate Enthusiasm

Plan pre-book distribution activities on days leading up to the event. Student anticipation will grow with each daily event—resulting in a lot more enthusiasm at the distribution party!

Involve the Community

Reading is a communal commitment that everyone can support. Involve local community members in creative ways that motivate older readers and show children that they are fully supported by their entire community.

Tap Into Techies

Invite computer-savvy teens to help create an online presence for your book distribution. Along with setting up online book clubs using free accounts on social media sites like Facebook and Twitter, we suggest that you:

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Build an online book community where students can share reviews

Using free accounts on Twitter or fan pages on Facebook, teens can connect, “like” their favorite books, and promote events with email and text alerts.

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Set up a website

Teens can use free online resources to build a site that sustains excitement about an event throughout the year.

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Create original downloadable flyers

Budding graphic designers can create original posters and flyers.

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My BOOKS

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