

**Reading**  
Is Fundamental

until every child reads

# BOOKS FOR OWNERSHIP IMPLEMENTATION GUIDE

Information and resources to guide your planning and implementation efforts for a successful Books for Ownership program.



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# Section 1

## Get Started

### 1.1 Recruit and Onboard Volunteers

Books for Ownership programs are made possible by dedicated volunteers like yourself. Start by identifying your lead coordinator (this of course may be you) who will oversee the details and serve as the liaison with us here at RIF. Typically, the coordinator handles the administrative side of things including the book order, event planning, and volunteer recruitment.

- Identify how many volunteers you need for your program. Keep in mind that volunteers can include parents, teachers, school administrators, librarians, students, retirees, service and civic groups, local business employees, and RIF alumni.
- Volunteers can support many areas including setting up the book celebration event(s), planning reading activities to occur during the event(s) such as read a-louds, reading workshops, and author appearances, publicizing the local RIF program, preparing extension motivation activities, and assisting with fundraising.
- Consider meeting with your volunteers and reviewing this guide to craft a plan for your Books for Ownership program.
- If you need assistance with obtaining additional volunteers or other volunteer support, please contact us at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org).

### 1.2 Order your Books

You will receive an email with specific directions on how to order your books through the RIF Online Bookstore for your book celebration event(s). When ordering your books consider:

- The number of books you are planning to give each child.
- The option to order a cushion of extra books to ensure every child, whether choosing their books first or last, has a choice in his or her selection.
- Providing ample time to process your book request and receive the books. We suggest all book orders are placed a minimum of four weeks prior to an event/distribution. *NOTE* that currently the RIF Bookstore cannot ship to a household address.

## Section 2

# Plan Your Book Celebration Event

### 2.1 Event Checklist

Use this book celebration [event checklist](#) to help you in your event planning.

### 2.2 Set Event Date(s)

Schedule your book celebration event date(s) with ample time for books to arrive and to publicize the event so parents and local school and community leaders have the opportunity to attend and participate.

### 2.3 Choose Event Venue

Select the location for your book celebration event(s) and take into consideration venue costs (if any), hours available (including time for set-up and clean-up), space to accommodate the expected number of children as well as space for book display tables and activities. Make sure to follow approval procedures associated with different types of locations.

Below are some suggested event locations that are well-suited for a Books for Ownership book celebration event.

- Classroom
- School gymnasium
- School cafeteria
- School or public library
- Community center
- Outdoor venue such as a park

### 2.4 Create and Implement Publicity Plan

Offering a Books for Ownership program in your school or community is a true opportunity to impact children, inspire them to read, and engage them in a lifelong passion for reading and for them to benefit from the power of literacy. Communicate to your parents, community, elected officials, and local literacy advocates about your specific Books for Ownership activities. This outreach raises awareness and may even help secure additional volunteers and fundraising dollars for future efforts.

To help you in this area, RIF provides a customizable template for the following communication resources:

- [Suggested parent and community take-home letter and/or email](#)
- [Press release template](#)
- [Social media toolkit](#)

## 2.5 Choose Event Theme (optional)

Consider selecting a theme to help guide the planning of your book celebration event. A theme can provide structure for your motivational activities, event décor, and even the student book offerings. Examples of possible themes and related RIF resources include “[Under the Sea](#),” “[Fly Into Summer With Reading](#),” and “[It’s a Jungle Out There](#).” You can find these resources on [RIF.org/Literacy-Central](https://www.rif.org/Literacy-Central).

## 2.6 Assign Volunteer Responsibilities for Event Day

Reach out to your volunteers and assign each a specific task(s) for the book celebration event. Plan to offer a brief orientation prior to the event to review roles. Volunteer support may include:

- Setting up/breaking down event space (decorations, tables, etc.)
- Sorting books by grade level or theme as needed and putting on display
- Replenishing book distribution table(s)
- Assisting children with their book selections
- Helping children write their names in their books
- Assisting with crowd flow around tables
- Overseeing motivational activity including crafts, experiments, or other hands-on, experiential learning
- Discussing book selections with the children and asking them if they’d like to sit down and read the book together
- Taking pictures to capture the experience (don’t forget to get parental permission for any photos later used to showcase the event) and share with RIF at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org). Here is a sample [photo release](#) form.

## 2.7 Prepare Event Signage and Materials

Brand the event with ‘Reading Is Fundamental’ to showcase your support of our collective mission to help all children learn to read and thrive. We invite you to use the RIF logo for an event banner, poster, book bin sign, and even book plates or stickers. We also offer two taglines that enable you to promote your efforts in partnership with RIF. Below are the two tagline options and customizable templates to download and print including:

- [Book plate](#)
- [Sticker](#)
- [Bookmark](#)
- [Flyer](#)

Or, create your own materials and co-brand with RIF . If you to choose to create your own materials, please contact us to approve usage of the logo at [literacynetwork@RIF.org](mailto:literacynetwork@RIF.org).

## 2.8 Prepare Motivational Activities

Getting books into the hands of children is the priority of Books for Ownership. In addition, this program encourages, engages, and motivates strong reading habits through the inclusion of motivational reading activities to incorporate into the event(s). Some examples include:

- **Read-alouds:** One of the tried and true reading activities at Books for Ownership events is the guest read-aloud. This provides an ideal opportunity for someone from the school or community (such as a teacher, parent, local author, elected official, business or community leader) to provide a highly engaging experience. The most effective read-alouds are interactive, involving the students asking questions about the book being read.
- **Costumes:** Encouraging children to dress up as their favorite story character creates a highly interactive opportunity for them to discuss the books they have read. Having educators and parents participate and also dress up reinforces how literacy is a shared experience that transcends age.
- **Arts & Crafts:** Setting up stations with arts and crafts materials can provide a great outlet for students to express themselves before, during, or after the event. These types of activities are especially supportive of visual learners, providing them a way to describe or show what they have gleaned from a story or book.

Please review our [Motivational Activities Guide](#) for more ideas.

## Section 3

# Extend Books For Ownership throughout the year

RIF wants to work together to use Books for Ownership to help create an ongoing culture of literacy. The impact of the program goes beyond the initial book celebration event, and we offer a number of ideas and resources to integrate the importance of reading and engage children throughout the year.

### 3.1 Integrate Literacy Central Resources

Literacy Central, RIF's digital book resource destination, offers thousands of free support materials for many of the books you will distribute as part of Books for Ownership. Literacy Central's resources can be used as motivational activities during an event or as additional content to support the books throughout the year in the classroom or at home.

All of the resources on Literacy Central are free and include videos, games, lesson plans, and more. We also suggest you let parents know about this resource so they can work with their children at home with easy access to resources that complement the book(s) their child now own.

View the [RIF Literacy Central Guide](#) to learn how to integrate Literacy Central into your Books for Ownership program.

### 3.2 Involve Parents and the Community

Parents, local literacy volunteers, and other adults active in a child's life can all serve as reading role models. Modeling a passion for reading and good reading habits is a wonderful way to reinforce the goals of Books for Ownership to create a continuous culture of literacy in-school, at a community organization, or at home.

Literacy Central is a great starting point when looking for ideas to complement a book with additional resources or just find engaging literacy activities for parents and volunteers to do with their children and those they serve in the community.

Here is a [sample parent letter](#) you can customize and send home to your students' parents to make them aware of Literacy Central and the resources it offers to get their children engaged in reading at home.

In addition, encourage caregivers and parents to read-aloud with their children. Our [Read Aloud Guide](#) offers tips to make the most of reading time.

## Section 4

# Report your program metrics and track program impact

### 4.1 Provide RIF National with Key Metrics

We request that you report on your activities and with some grants, reporting is required. You will receive an email with a link to report on your program activities towards the end of your program.

### 4.2 Help RIF Track the Impact of Books for Ownership

**Measure your impact:** RIF is tracking several key measures to monitor the impact of the Books for Ownership program for the children we all serve. Towards the end of your program, you will receive one link to share with the educators that participated and one with the families whose children participated. We request that you highly encourage your teachers and families to submit these very brief surveys so we can continue to measure the impact of this program. Below is suggested language you can share with the link to encourage participation. Please note that the family survey is available in both English and Spanish.

#### **Suggested parent copy:**

*Your child recently has participated in Reading Is Fundamental's (RIF) Book for Ownership program. We are thrilled to partner with RIF to provide children with the opportunity to choose new, high quality books to take home and own. In addition, we are committed to extending our focus on reading with many other resources and activities as part of the Books for Ownership program. In order to understand the impact of Books for Ownership on the children who participate, we are requesting that you answer a few short survey questions. This type of information helps RIF and us continue to evaluate and provide the strongest programs to support all of our children to learn to read and give them the fundamental building blocks to reach their highest potential. And, you are always welcome to visit [RIF.org/literacy-central](https://www.rif.org/literacy-central) to find activities, videos, and more to support your children at home. Thank you for your support.*

*[Insert the RIF-provided link here]*



### Suggested educator copy:

*Your class recently has participated in Reading Is Fundamental's (RIF) Book for Ownership program. We are thrilled to partner with RIF to provide children with the opportunity to choose new, high quality books to take home and own. In addition, we are committed to extending our focus on reading with many other resources and activities as part of the Books for Ownership program. In order to understand the impact of Books for Ownership on the children who participate, we are requesting that you answer a few short survey This type of information helps RIF and us continue to evaluate and provide the strongest programs to support all children to learn to read and give them the fundamental building blocks to reach their highest potential. And, please continue to use the resources and activities found at [RIF.org/literacy-central](https://www.RIF.org/literacy-central) throughout the year to reinforce the importance of reading, engage your students in reading, and continue to create an ongoing culture of literacy. Thank you for your support.*

*[Insert the RIF-provided link here]*