2022

Mayor's Summer Reading Club

Partner Communications Toolkit

GEEARS
GEORGIA EARLY EDUCATION ALLIANCE FOR READY STUDENTS

Alliance Theatre

Atlanta Speech School 1938

PNC

United Way
United Way of Greater Atlanta

www.mayorsreadingclub.org

Program Overview

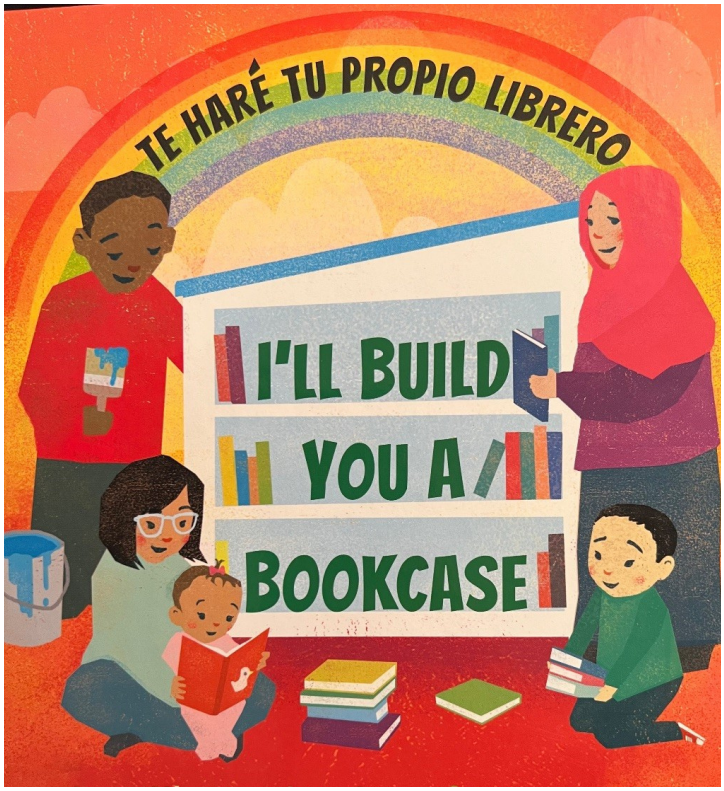
The **Mayor's Summer Reading Club (MSRC)** is a program that promotes early literacy and vocabulary enrichment in children ages birth through five while engaging their families, community organizations, and child care providers. The program designates a city-wide book choice for infants and children ages 2-5 to share with families at no cost to them. Throughout the summer, organizations host virtual and/or in-person "book club reads," where children will enjoy arts and crafts, drama exercises, and other hands-on activities designed to make the language in the stories more meaningful to children.

This program is a collaboration with the **City of Atlanta**, **GEEARS: Georgia Early Education Alliance for Ready Students**, the **Alliance Theatre** and the **Atlanta Speech School**, and many other public-private partnerships.

Theme

This year's theme is "Family Time." Partners will explore literature and activities that celebrate that special time families have with their children.

Book Selections



Written By: Jean Ciborowski Fahey
Illustrated By: Simone Shin
Ages: 0-2

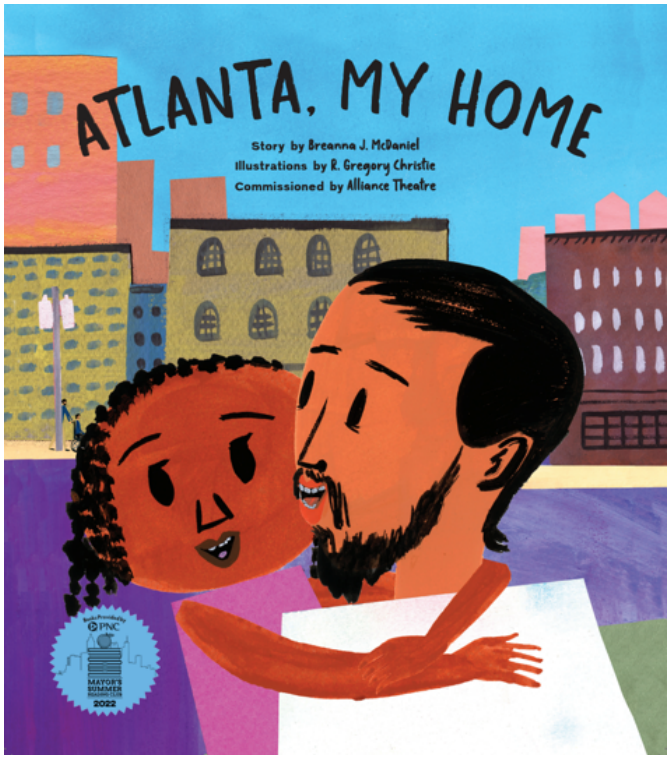
In this charming picture book, children and their caregivers work together to build home libraries and discover the magic and wonder of reading books. Told in simple, sweet rhyme I'll Build You a Bookcase celebrates the joy of reading and discovering new stories.

Fahey's catchy rhymes, effortless rhythm, and adorable artwork can now be enjoyed by even younger audiences. Toddlers will love this perfect read-aloud.

Written By: Breanna J. McDaniel
I**llustrated By**: R. Gregory Christie
Ages: 3-5

Commissioned for the MSRC by our partners at the Alliance Theatre, *Atlanta, My Home* asks readers to close their eyes, jump on MARTA, and imagine the sights and sounds of the city so that they can take Atlanta along with them wherever they go.

This book contains a READ Guide from the **Atlanta Speech School**. We are thankful for the generous funding support of **PNC**, who helped bring this creative partnership together.



Communication Strategies

- Partners utilizing networks: All partners should send out emails to their network about their participation in the 2022 MSRC and please include your event(s) information. (See sample email below.)

- In-person announcements: Partners should share about their participation in the MSRC at community meetings and events, and direct people to www.MayorsReadingClub.org.

- Social Media: Partners are responsible for sharing their events on their respective social media accounts, and the MSRC/GEEARS social media accounts will repost/share partner posts. (See samples below.)

- Photos at events: Partners may choose to snap photos at events to include with social media posts, please make sure you collect signed photo releases (download here.) Please email the photos and signed release forms to mayorsreadingclub@geears.org.

- GEEARS Newsletter announcement(s): GEEARS will include information about the MSRC in monthly newsletters.

Sample Email Annoucement

Copy and paste the email template below. Be sure to fill in the details of your event(s) in the appropriate area.

Dear Friends,

We are so excited that the 2022 **Mayor's SummerReading Club** has officially launched its 10th summer of reading!

The Mayor's Summer Reading Club (MSRC) is a program that promotes early literacy and vocabulary enrichment in children ages birth through five while engaging their families, community organizations, and child care providers. The program designates a city-wide book choice for infants and children ages 2-5 to share with families at no cost to them. Throughout the summer, organizations host virtual and/or in-person "book club reads" where children will enjoy arts and crafts, drama exercises, and other hands-on activities designed to make the language in the stories more meaningful to children. This is a collaboration between the City of Atlanta, GEEARS: Georgia Early Education Alliance for Ready Students, and many other public-private partnerships, including with the Alliance Theatre and the Atlanta Speech School.

The program is funded by PNC, the United Way of Greater Atlanta, and the Annie E. Casey Foundation.
This year's theme is "Family Time," and we will explore literature and activities that celebrate that special time families have with their children.

Our organization and our partners are planning many exciting and enriching summer events for families. **We invite you to join us for the following events**:

[Add information about your organization's virtual and/or in-person events here.]

To learn more about the MSRC and see upcoming events, visit www.MayorsReadingClub.org.

Sample In-Person Announcement/Elevator Speech

Hello, my name is (your name), and I am with (organization.)

This summer, we are one of the partners for the Mayor's Summer Reading Club in Atlanta. The Mayor's Summer Reading Club program designates 2 city-wide book choices for infants and children ages 2-5 to share with families at no cost to them.

During the summer, libraries, museums, farmers' markets, and other organizations like ours hold virtual and/or in-person "book club reads" to model research-based methods of reading books with children and host enrichment activities based upon the stories. We are participating in this program, because we are committed to promoting early literacy and increasing family engagement in Atlanta. To learn more, visit www.mayorsreadingclub.org.

Social Media Guide

General Tips

- Post about your event at least 2 weeks before the event, 1 week before the event, and each of the 5 days leading up to the event. If applicable, be sure to include a link to register for your event. Then, share photos and a recap of the event after it has ended.
- Tag @MSRC_ATL in your posts on both Twitter and Instagram.
- Tag @Mayor's Summer Reading Club on Facebook so that we can share your post.
- Tag partners in photos and in the text of your post.
- Use hashtags (#readbelieveATL and/or #MSRC) so that all partners can find and share each other's posts.
- Retweet/ repost content from Mayor's SummerReading Club's social media platforms.

Do:

- Engage with your audience in a positive way.
- Share content on a regular basis.
- Tag/mention partner accounts.
- Include a photo with every post.

Don't:

- Overflow your accounts with too much content at one time.
- Use too many hashtags.
- Use photos that are unrelated to your caption.

Twitter: @MSRC_ATL @GEEARS
Facebook: https://www.facebook.com/MSRCATL/
Instagram: @MSRC_ATL @GAEarlyEd
Website: www.mayorsreadingclub.org
Hashtags: #readbelieveATL #MSRC #ProudPartner

Questions about social media? Email mjackson@geears.org.

Sample Social Media Posts

Copy and paste the posts below to use on social media. Be sure to insert details about your events in the appropriate places.

Posts for Twitter and Instagram:

- Today, we are hosting a @MSRC_ATL event for children ages 2-5! Join us for storytime, activities, and more at insert when/where. Visit: www.mayorsreadingclub.org #MSRC #readbelieveATL

- See our upcoming @MSRC_ATL events at www.mayorsreadingclub.org/events and join us on insert day/time for reading, games, and more! #MSRC #readbelieveATL

- Reading a book with your child is a great way to end the day. What book did you read last night? Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

- What's your favorite part about "Atlanta, My Home?" We love all the artwork! Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

- What's your favorite part about "I'll Build You a Bookcase" We love all the artwork! Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

- After reading "Atlanta, My Home," talk about all the fun things about your bedtime routine. Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

- Explore the vibrant illustrations in "Atlanta, My Home." Which is your child's favorite? Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

- Explore the vibrant illustrations in "I'll Build You a Bookcase." Which is your child's favorite? Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

Posts for Facebook:

- Join us tomorrow for our @Mayors Summer Reading Club event at insert link to register/join virtually or date/time. Provide a brief description of your event. Visit: www.mayorsreadingclub.org #readbelieveATL #MSRC #ProudPartner

- The @Mayor's Summer Reading Club works to increase early literacy, family engagement, and vocabulary for children in Atlanta. Visit: www.mayorsreadingclub.org #readbelieveATL #MSRC #ProudPartner

- Today, we hosted a @Mayors Summer Reading Club event where children participated in storytime and enrichment activities! Visit: www.mayorsreadingclub.org #readbelieveATL #MSRC #ProudPartner