

Partner
Communications
Toolkit



Convened by GEEARS and Sponsored by PNC & United Way of Greater Atlanta

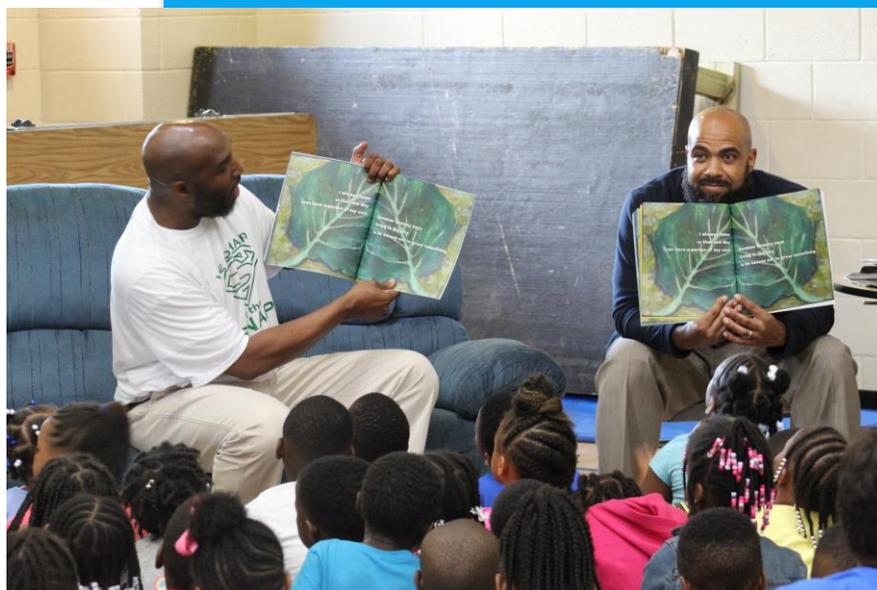
2020 Program Overview

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 "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 with the City of Atlanta, GEEARS: Georgia Early Education Alliance for Ready Students, PNC, the United Way of Greater Atlanta and many other public-private partnerships.



Theme

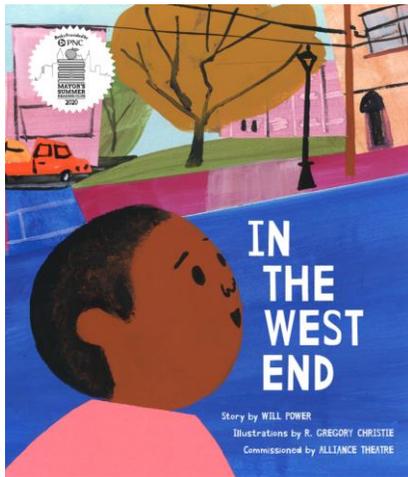
This year's theme is "the West End," and we will explore literature and activities that encourage children to appreciate and celebrate the Historic West End.



2020 Book Selections

In the West End (ages 3-5)

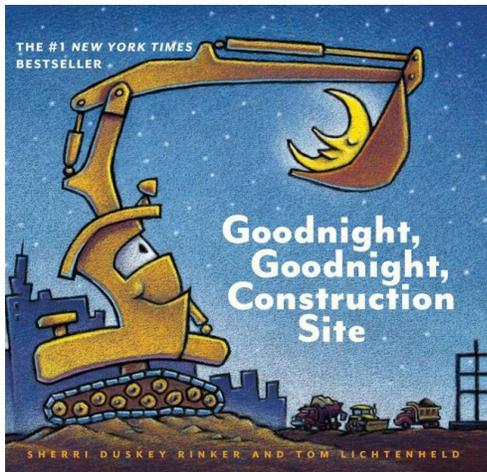
In the West End is written by Will Power and illustrated by Gregory Christie. This book was commissioned for MSRC by our partners at the Alliance Theatre and contains a READ Guide from the Rollins Center for Early Learning and Literacy (Atlanta Speech School). We are thankful for the generous funding support of PNC, who helped bring this creative partnership together.



In the West End is an excellent depiction of a historic town in the city of Atlanta. Will Power and Gregory Christie explore the various places in the West End to find healthy food. Take a trip and explore the rich history and diversity of Atlanta's West End

Goodnight, Goodnight Construction Site (ages 0-2)

Goodnight, Goodnight Construction Site is written by Sherri Duskey and Tom Lichtenheld.



As the sun sets behind the big construction site, all the hardworking trucks get ready to say goodnight. One by one, Crane Truck, Cement Mixer, Dump Truck, Bulldozer, and Excavator finish their work and lie down to rest—so they'll be ready for another day of rough and tough construction play! With irresistible artwork by best-selling illustrator Tom Lichtenheld and sweet, rhyming text, this book will have truck lovers of all ages begging for more.

Communications **Strategies for Partners**



- **Partners utilizing networks:** All partners should send out emails/alerts to their network about their participation in the 2020 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 & 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. Please also email the photos to mayorsreadingclub@gears.org or upload them to the website, [here](#).
- **GEEARS Newsletter announcement(s):** GEEARS will include information about the MSRC in monthly newsletters.

Sample Email

Dear Friends,

We are so excited that the 2020 Mayor's Summer Reading Club has officially launched!

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 "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, PNC, the United Way of Greater Atlanta and many other public-private partnerships.

This year's theme is "**In the West End**" and we will explore literature and activities that encourage children to appreciate and celebrate the Historic West End.

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 or in person events here]

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

Sample In-Person Announcement/Elevator Pitch

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

This year, we are one of the partners for the Mayor’s Summer Reading Club in Atlanta. The Mayor’s Summer Reading Club is for children ages birth to five and their families that take place in locations throughout the city over the summer. The program designates a city- wide book choice 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 “book club reads” to model research-based methods of reading books with children and will host enrichment events based upon the stories. We are participating in this program because we support promoting early literacy, building vocabulary, and increasing family engagement through reading in the City of Atlanta. To learn more, visit www.mayorsreadingclub.org.



Social Media information



Helpful 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. Then, share photos and a recap of the event after it has ended.
- Tag @MSRC_ATL in your tweets to get a quick retweet, also on Instagram.
- Tag @Mayor's Summer Reading Club on Facebook so that we can share your post
- Tag partners in photos posted on Twitter, even if you can't mention them in the text part of the Tweet
- Use hashtags (#readbelieveATL and/or #MSRC) so that all partners can find and share each other's posts
- Retweet/ repost content from Mayor's Summer Reading Club's social media platforms

Do's and Don'ts of Social Media Posting:

- 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 content
 - Use too many hashtags
 - Use photos that don't share what's going on

Account and Hashtag Information:

Twitter accounts to follow and mention: [@MSRC_ATL](#) [@GEEARS](#)

Facebook: <https://www.facebook.com/MSRCATL/>

Instagram: [@MSRC_ATL](#)

Website: www.mayorsreadingclub.org

Hashtags to use: #readbelieveATL #MSRC #ProudPartner

Good Example Posts:

Mayor's Reading Club Retweeted



Georgia Statewide Afterschool Network @AfterschoolGa · 11 Jul 2018
Summer Learning Day Spotlight: @MSRC_ATL is celebrating at Stone Mill Elementary on July 12th from 11 AM to 1 PM. Families can receive free books for their children 8 and under and also choose from a variety of food to help fill their pantry during the summer.



Mayor's Reading Club Retweeted



Reach Out & Read GA @ReachOutReadGA · 23 Jul 2018
Thx to all our pediatric offices across metro Atlanta for hosting special reading themed events all summer long! @BlankFoundation @unitedwayatl @GADFCOPFS @GaDPH @MSRC_ATL @GetGARReading @GACChapterAAP



Amerigroup @Amerigroup · 20 Jun 2018
Captain Amerigroup popped up today at Family Health Centers of Georgia for the Mayor's Summer Reading Club @msrc_atl @gears #readbelieveATL #MSRC @Amerigroup #Georgia #Atlanta



Sample Twitter/Instagram Posts:

- Today, we are hosting a @MSRC_ATL event for children 2-5! Join us for read aloud, 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 next [insert day](#) for reading, games, and parent engagement tips! #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
- Did you attend our event today? Ask your child which literacy activity they enjoyed most! Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- Mayor's Summer Reading Club tip: after reading your free #MSRC book, share a story about a grandparent or caregiver with your child. Visit: www.mayorsreadingclub.org. @MSRC_ATL #readbelieveATL
- What's your favorite part about "In the West End?" We love all the artwork! Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- What's your favorite part about "Goodnight, Goodnight Construction Site" We love all the artwork! Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- Ask your toddler who's their favorite character from "Goodnight, Goodnight Construction Site!" Does he or she know someone like that character in real life? Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- Have a chat with your child about "In the West End," and talk about all the fun things do you do with grandparents. Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- Explore the vibrant illustrations in "In the West End." Which is your child's favorite? Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

- Explore the vibrant illustrations in “Goodnight, Goodnight Construction Site.” Which is your child’s favorite? Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL

Samples of Facebook/Instagram Posts:

- Join us tomorrow for our @Mayors Summer Reading Club event at [insert link to register/join virtually/when/where](#). [Provide a brief description of your event.](#)
Visit: www.mayorsreadingclub.org
- The @Mayor’s Summer Reading Club works to increase early literacy, family engagement, and vocabulary for children in Atlanta. #readbelieveATL #MSRC #ProudPartner Visit: www.mayorsreadingclub.org
- Today, we hosted a @Mayors Summer Reading Club event where children ages 2 to 5 participated in read alouds, literacy games, arts & crafts, and story-telling! The Mayor’s Summer Reading Club works to increase early literacy, family engagement, and vocabulary for children in Atlanta. #readbelieveATL #MSRC #ProudPartner Visit: www.mayorsreadingclub.org

Questions about communication efforts? Contact Meagan Jackson, *Communications Manager*, mjackson@geeears.org