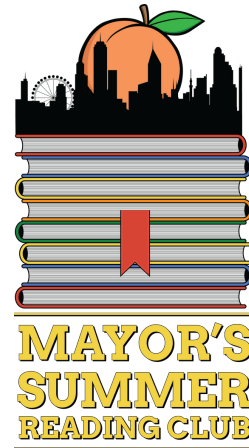


2024



Mayor's Summer Reading Club

Partner Communications Toolkit



**Alliance
Theatre**



www.mayorsreadingclub.org

Program Overview

The Mayor’s Summer Reading Club (MSRC), a program that promotes early literacy and vocabulary enrichment in young children, is truly a community collaboration. Each summer, close to 100 Atlanta-based community organizations and child care providers create literacy-rich programming for children aged birth through five and their families. These programs might involve arts and crafts, drama exercises, or other hands-on activities, but all are centered around the MSRC’s book selections—a board book for children ages zero to two and a picture book for three- to five-year-olds. These books, many of which are created expressly for the MSRC, are joyful stories that often meaningfully mirror their readers’ experiences as Atlanta kids. They’re also carefully designed to cultivate language development and a love of reading for children and their caregivers.

This program is led by GEEARS: Georgia Early Education Alliance for Ready Students, in collaboration with the City of Atlanta, the Alliance Theatre, the Atlanta Speech School, and many other public-private partnerships with child-serving entities. This year, the MSRC has partnered with Young Authors Publishing, an Atlanta-based publisher with a global reach that amplifies the stories of young people of color.

The MSRC is made possible with generous funding from [PNC](#), the [United Way of Greater Atlanta](#), the [LuluMa Foundation](#), and [WorldReader](#).

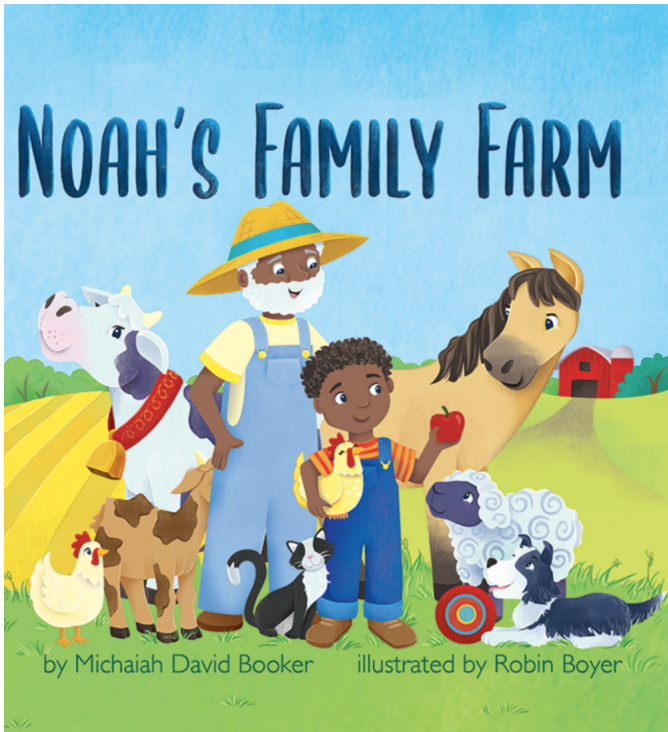
Theme

This year’s theme is
**“Planting seeds for
literacy and language.”**

Partners will host
enrichment activities
that celebrate the
importance of early
literacy.



Book Selections



Written By: Michaiah Booker

Illustrated By: Robin Boyer

Ages: 0-2

This sweet tale of a young boy's exploration of his grandfather's farm comes from the MSRC's new partnership with Young Authors Publishing, an Atlanta-based publisher with global reach that amplifies the stories of young people of color. Our author is indeed young! Michaiah is a 13-year-old seventh-grader! His true understanding of his littlest readers comes through as Noah follows animal antics and observes the cycle of plant life on the farm that will one day be his.

Written By: Lloyd Suh

Illustrated By: Nicole Kang Ahn

Ages: 3-5

Commissioned for the MSRC by our partners at the Alliance Theatre, Bina's Harvest depicts a patient little girl pitching in on her family's apple orchard for the very first time.

The book 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.



Communication Strategies



- **Use your networks:** All partners should send emails to their network about their participation in the 2024 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@gears.org.
- **GEEARS Newsletter announcement(s):** GEEARS will include information about the MSRC in monthly newsletters.

Sample Email Announcement

The template below can be used for all types of child-serving programs. Be sure to fill in the details of your organization and event(s) in the appropriate areas.

Dear Friends,

We are so excited that the 2024 Mayor's Summer Reading Club has officially launched its 12th 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.

Each year, this joyful program produces a board book for infants and babies and a picture book for three- to five-year-olds. These books, many of which are created expressly for the MSRC, meaningfully engage with children's interests. They're also carefully designed to cultivate language development and a love of reading.

As an MSRC partner, **NAME OF YOUR ORGANIZATION** will not only distribute these free books to families, we'll also create literacy-rich enrichment activities centered around these sweet stories. In keeping with the outdoorsy, grow-your-own-fun themes of this summer's original MSRC books, *Bina's Harvest* and *Noah's Family Farm*, we're planning **DESCRIBE YOUR UPCOMING PROGRAM**.

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@gears.org.

Sample Social Media Posts

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

Posts for X (formerly Twitter) and Instagram:

- We're excited that the 2024 Mayor's Summer Reading Club has officially launched its 12th summer of reading! As an @MSRC_ATL partner, NAME OF ORGANIZATION will distribute free books to families and create enrichment activities centered around these sweet stories. #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 "Noah's Family Farm?" We love that the author is a kid himself. Michaiah Booker is 13 years old and the youngest author in Mayor's Summer Reading Club history! @MSRC_ATL #ReadBelieveATL
- What's your favorite part about "Bina's Harvest"? We love all the artwork! @MSRC_ATL #MSRC #readbelieveATL
- Explore the vibrant illustrations in "Noah's Family Farm." Which is your child's favorite?
- Explore the vibrant illustrations in "Bina's Harvest." Which is your child's favorite?
- The next time your child needs diverting while you're out and about, try @Worldreader's BookSmart! This digital library features countless free, downloadable picture books—including eight titles from the Mayor's Summer Reading Club! Visit www.gears.org/msrc-resources.
- The next time you're stuck on a long commute or grocery trip with your little one, check out @Worldreader's BookSmart for access to thousands of free digital picture books, including eight books created by the Mayor's Summer Reading Club! Visit www.gears.org/msrc-resources.

Posts for Facebook:

- We are so excited that the 2024 @Mayor's Summer Reading Club has officially launched its 12th summer of reading! As an MSRC partner, NAME OF YOUR ORGANIZATION will not only distribute free books to families, but we'll also create enrichment activities centered around these sweet stories. To learn more about the MSRC, visit www.mayorsreadingclub.org #readbelieveATL #MSRC #ProudPartner
- Join us tomorrow for our @Mayors Summer Reading Club event. Insert a brief description of your event, including date/time/location. To learn more about the MSRC, visit www.mayorsreadingclub.org #readbelieveATL #MSRC #ProudPartner
- @Mayor's Summer Reading Club's books and programming promote early literacy, family engagement, and vocabulary enrichment for children in Atlanta. Learn more: 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
- The next time your child needs diverting while you're out and about, try @Worldreader's BookSmart! This digital library features countless free, downloadable picture books—including eight titles from the Mayor's Summer Reading Club! Visit www.gears.org/msrc-resources.
- The next time you're stuck on a long commute or grocery trip with your little one, check out @Worldreader's BookSmart for access to thousands of free digital picture books, including eight books created by the Mayor's Summer Reading Club! Visit www.gears.org/msrc-resources.