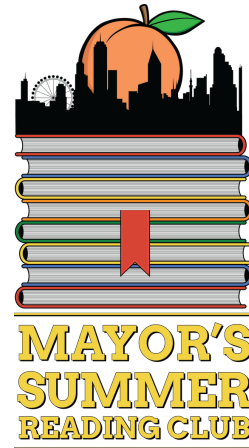


2023



Mayor's Summer Reading Club

Partner Communications Toolkit



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 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.

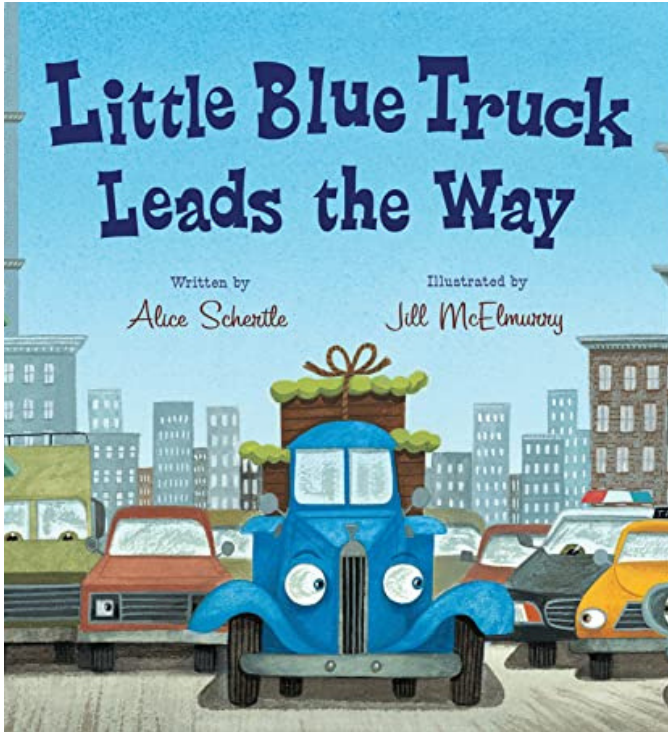
This program is a collaboration with the **City of Atlanta**, **GEEARS: Georgia Early Education Alliance for Ready Students**, the **Alliance Theatre** and the **Atlanta Speech School**, and many other public-private partnerships.

Theme

This year's theme is “**Exploring the City.**” Partners will host enrichment activities that celebrate what makes a city special.



Book Selections



Written By: Alice Schertle

Illustrated By: McElmurry

Ages: 0-2

The big city sure is a speedy, noisy place for a country truck like Blue. With everyone pushing to be first, soon there's a giant traffic jam! Luckily, Little Blue Truck comes to the rescue in true Blue style.

This new adventure makes working together and taking turns more fun than ever.

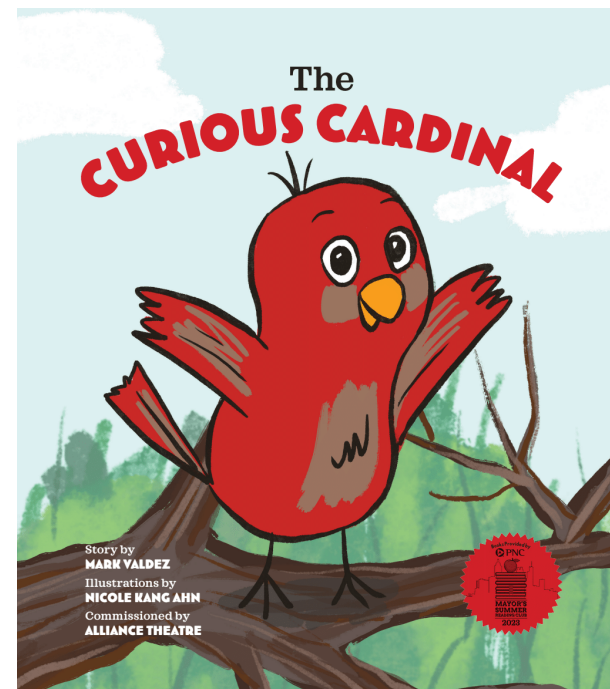
Written By: Mark Valdez

Illustrated By: Nicole Kang Ahn

Ages: 3-5

Commissioned for the MSRC by our partners at the Alliance Theatre, The Curious Cardinal is based on the original animated short film created in partnership with the Fernbank Museum of Natural History and Atlanta Public Schools with support from PNC Grow Up Great. Readers follow CC as he explores the sights and sounds in a forest outside of Atlanta.

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 2023 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

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 2023 **Mayor's Summer Reading Club** has officially launched its 11th 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.

This year's theme is "**Exploring the City**" and we will explore literature and activities that celebrate what makes a city special.

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 an official partner of the Mayor's Summer Reading Club in Atlanta. The Mayor's Summer Reading Club program designates two city-wide book choices for infants/toddlers ages 0-2 and children ages 3-5 to share with families at no cost to them.

During the summer, libraries, museums, child care programs, 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@gears.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 **insert appropriate age range!** 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 "The Curious Cardinal"? We love all the artwork! Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- What's your favorite part about "Little Blue Truck Leads the Way"? We love all the artwork! Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- Explore the vibrant illustrations in "The Curious Cardinal". Which is your child's favorite? Visit: www.mayorsreadingclub.org @MSRC_ATL #MSRC #readbelieveATL
- Explore the vibrant illustrations in "Little Blue Truck Leads the Away". 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/location. 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