

WORLD
**BOOK
DAY**

7 MARCH 2024

SPONSORED BY

NATIONAL
BOOK
tokens

Your World Book Day® Toolkit

SAVE
THE DATE
World Book Day
Thursday
7 March 2024



**You are changing
lives through a
love of reading.
Thank you.**

Dear World Book Day supporter,

I'm thrilled to bring you this toolkit of ideas to help you have fun and make a difference this World Book Day®. Your support changes children's lives through a love of books and reading.

At World Book Day, we are passionate about promoting reading for pleasure. With your help, **we want to offer every child and young person in the UK and Ireland the opportunity to have a book of their own and to help them discover a love of reading.** In 2024, we are encouraging children to **Read Your Way**, a campaign aimed at supporting children and young people to discover reading on their own terms, as a hobby.

Celebration activities are a special part of World Book Day and this year we are delighted to be working with Party Delights to offer a '**Create your own Celebration Pack**'. Find out more on page 7.

You can also find lots of suggestions for free and inclusive activities on our **Celebrate World Book Day** webpage. Whether you're a librarian, publisher, bookseller, author, illustrator or community organiser, you can help us to bring the joy of reading to more children than ever this year.

We value and appreciate everything you do for World Book Day. It's wonderful to work with a whole community of people who believe in the power of reading to change lives.

Cassie Chadderton
Chief Executive, World Book Day





What is World Book Day?

The charity World Book Day was set up more than 25 years ago to encourage children and young people to love books and reading. Every year on the first Thursday in March, we support schools, libraries and community groups to organise activities which encourage children to read for fun. Fundamental to our impact is giving children the opportunity to exchange a book token for a free book, so that every child can discover the possibilities of reading for pleasure.

Inside your toolkit

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Why do we need World Book Day?

Reading for pleasure matters

Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background or their income.

Source: OECD

Fewer children are reading for fun

Nearly 1 million children in the UK do not have a book of their own.

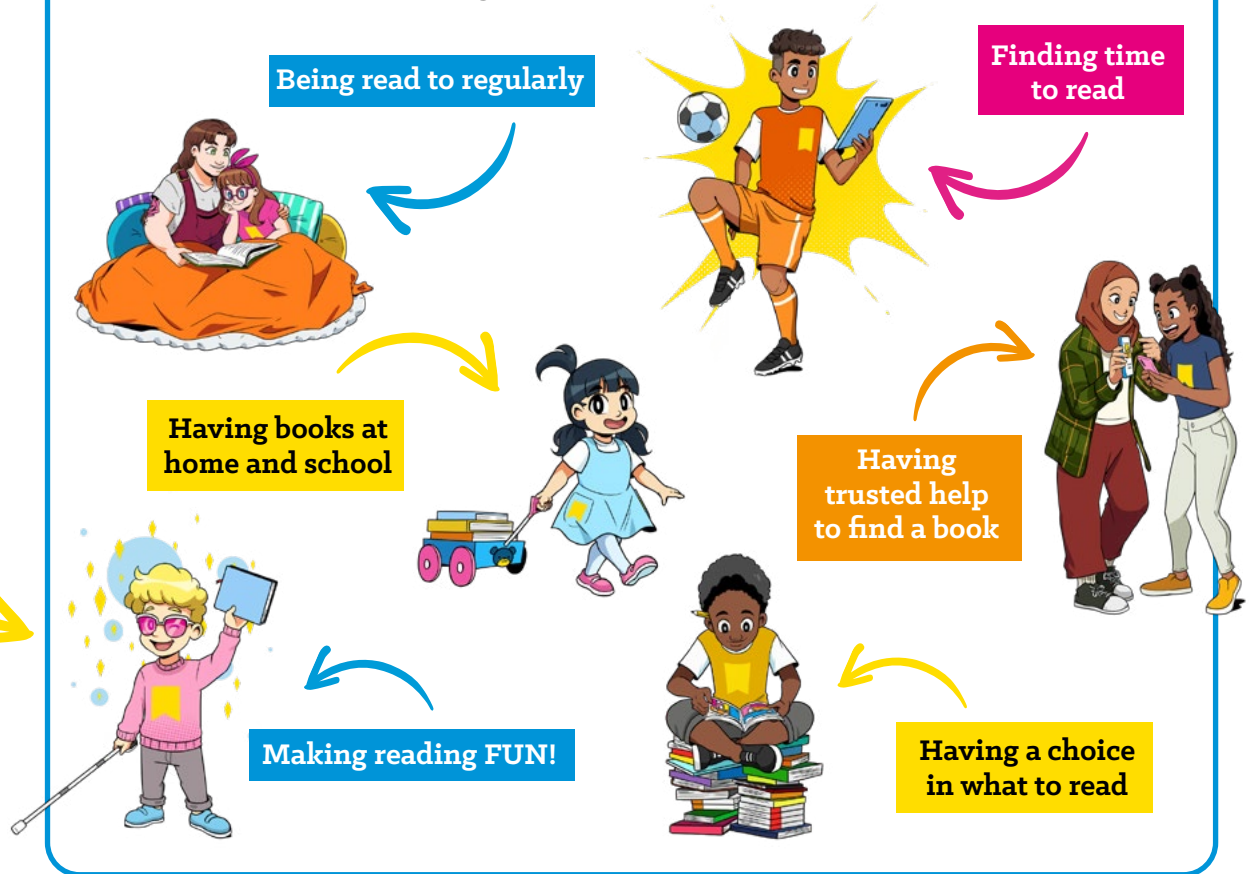
Source: National Literacy Trust

World Book Day encourages more children into a life-long habit of reading for pleasure, and the improved life chances this brings.

These 6 principles help change attitudes to reading for pleasure – please share them through your social media and at your events.

How can we encourage reading for pleasure?

Our 6 principles to encourage children to read for pleasure shape our work.



How does World Book Day make a difference?

With your support, World Book Day brings books and a love of reading to the children who need them most. We aim to:

- **Give every child a book of their own**

Every year we distribute over 50 million £1 and €1.50 book tokens for children and young people to exchange for a FREE brilliant book – or to get £1 or €1.50 off another book worth more than £2.99.

For 1 in 5 children receiving free school meals, the book they chose to buy with their £1 book token is the first book of their own.

Source: 2023 National Literacy Trust, Annual Literacy Survey

- **Encourage more children to read for pleasure**

We provide resources and activities that inspire children to read for fun, helping to transform attitudes and behaviour among children and families.

- **Work with local communities to give more children access to books**

Our team works with community groups, libraries, schools, bookshops and charity partners to get books to the children and young people who need them most.



The difference we make: in children's words

“I just want to treasure [my World Book Day book] because I never get things that are new.”

“World Book Day made me want to move out of my comfort zone and read or try reading things I have never wanted or tried reading before.”

“I used to dislike reading but when World Book Day happened I LOVED IT.”

Ways you can share the joy of reading for pleasure

1

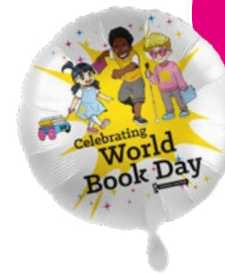
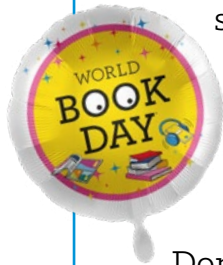
Host your own book-tastic celebration or FUN-draising event

Bring your community together for a brilliant booky bonanza and celebrate this year's message to **READ YOUR WAY!** You could organise book readings, book swaps, a book party, a reading hour and so much more.

Decorate your venue with the **World Book Day Celebration pack** from Party Delights, part of the Wonder Group. It's the perfect accompaniment to your festivities and 5% of all sales goes to support our charity's work. Find out more [here](#)

Don't forget to add your celebration to our **map** and, if you're raising money (thank you!), get loads more tips and advice [here](#).

Whatever you do, remember to make your celebration fun, inclusive and open to all.



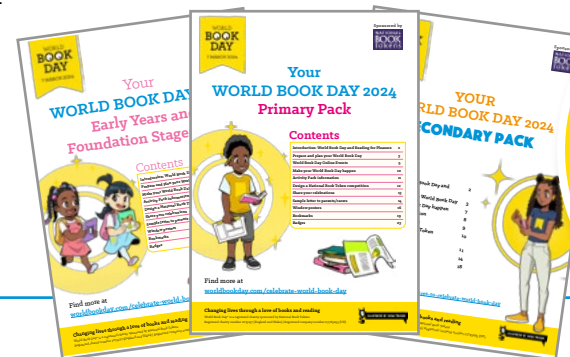
You can also download selected materials for free here.



2

Help more children to read for fun

We have a whole range of **resources** to make sure your celebrations are inclusive and fun, and that everyone, regardless of household income, can feel encouraged to read for pleasure. These include **free audiobooks** for all ages, **reading recommendations**, **video stories** and **activity packs** so families can enjoy reading together. There's also everything you need to **set up your own book club** to help the children in your community discover even more exciting new books.



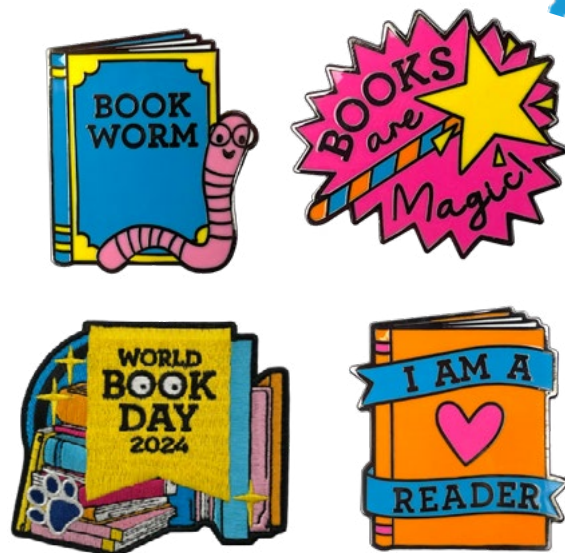
TIPS FOR YOUR SETTING

If you're a library, bookseller, author/illustrator, or publisher, we've put together some tailored advice for you over on our website.

3

Read Your Way - spread the word

Use your social and real-life networks to shout about why reading for pleasure matters. You could share a photo or video of you enjoying your favourite book, using the hashtag **#WorldBookDay**. Or why not use this year's campaign READ YOUR WAY to champion and celebrate children's reading choices? If you are looking for inspiration, you can find some **suggested messages and images here** and don't forget to tag World Book Day in your posts.



4

Show your support

Download the free **Pawprint Family activity packs** and buy the badges to reward your children at worldbookday.com/fundraising

25p from every badge sold goes to support World Book Day. With your help, we can encourage families, schools and policy-makers to value the power of reading to change lives.

Using World Book Day's branding and materials

World Book Day® is a registered trademark. If you are a charity, voluntary organisation, library or bookseller or one of the publishers we work with, you are welcome to use our "Celebrating with" logo, branding and assets for your celebrations. Contact hi@worldbookday.com to receive the asset pack, including the brilliant illustrations from our official illustrator Vivian Truong.

World Book Day's trademark and assets may only be used for fundraising activity in aid of World Book Day.

Click **HERE** for more details.

Highlights from 2023

- 90,000 £1/€1.50 books donated by publishers distributed directly to children in disadvantaged communities across the UK and ROI with support from McDonald's.
- 1,930 libraries joined in the celebrations with storytelling events, displays and activities sharing the joy of reading and book discovery.
- Over 4,000 booksellers got involved with colourful displays, events and pop-up bookshops.
- Parents in prisons across the UK were given books to give to their children during visiting times.
- Over 960,000 children enjoyed in-person and digital event in partnership with the National Literacy Trust and BookTrust; and tuned in to the World Book Day BBC Teach Live Lesson.
- 52.1% of teachers reported that World Book Day is extremely or very effective for children who are not interested in reading.

“Even the most reluctant readers are able to enjoy World Book Day as it isn't about their ability to read but about what they enjoy reading. It makes it a level playing field.”

Teacher, World Book Day 2023 survey



“Are they seriously free and to keep? I can read the same book (as my child) and chat about it.”

HMP Rochester



“In our disadvantaged area, it is a special experience for children to take their token to choose a book in a shop.”

Participating bookseller, 2023

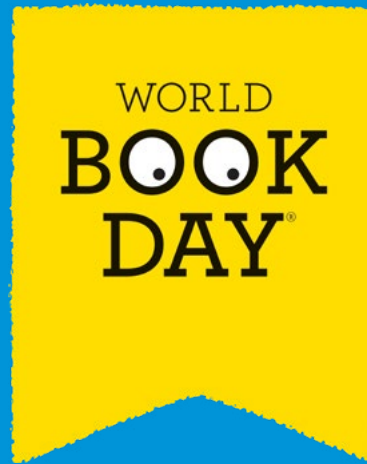
“World Book Day is a great way to engage children with books and develop a positive relationship with the library. The book tokens allow children to engage with books and parents to buy them a book without financial pressure.”

Participating library, 2023

What's next?

- If you are a **charity or voluntary organisation**, **sign up** to be a World Book Day partner. We'll follow-up with support, advice, logos and assets to help make your activities a success.
- If you are a participating bookseller or publisher, find out ways that you can support the charity through fundraising activities – download our **fundraising pack**.
- If you are a library, sign up to our **newsletter** for ways that you can get involved all year round and look out for our World Book Day guide for Libraries – available in early 2024.
- If you represent a **company**, why not get more involved? For example, you could donate a % of sales or sponsor an area of our work – find out more **here**. We'd love to chat – get in touch at hi@worldbookday.com





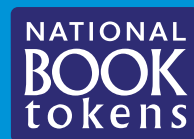
THANK YOU

You are changing children's lives by helping them discover the joy of reading.

Find out more at worldbookday.com

And if you have any questions, we'd love to hear from you at hi@worldbookday.com

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