A NATIONAL AWARENESS-BUILDING CAMPAIGN

Transform a Life. Read Aloud to Your Child.
It Will Make a Difference...to Both of You

Read it LOUD! is the measurable, paradigm-shifting collaboration of the Library of Congress and its Center for the Book and an extraordinary coalition of public and private sector companies, affinity organizations, literacy and early childhood experts, and caring individuals dedicated to raising awareness about the profound positive impact that reading aloud has on children in their most formative years (0-6). Numerous studies have proven that early language acquisition and literacy development will define a child’s future success in school and in life.

How many life-threatening problems do you know can be cured…and at no monetary cost? The simple act of reading aloud is both a preventive measure and a cure to illiteracy. Just think how good you will feel if you could help one child…now try to imagine transforming the lives of millions of children. That’s the potential and the purpose of Read it LOUD!

MARSHALLING OUR RESOURCES & MOTIVATING A NATION –

THE PURPOSE: To close the literacy gap and to prevent further illiteracy by making every parent, grandparent, aunt, uncle, guardian, caregiver in the country aware of the extraordinary benefits of reading aloud. To motivate and incentivize them to give their children the precious gift of a brighter future by reading aloud to them. And, to serve as the conduit to the resources and support parents may need.

THE GOAL: Get 5 million of the 18 million parents with children 0 to 6 to sign our promise to read to their children for a minimum of 10 minutes a day.

THE APPROACH: Based on the “ripple effect,” think of Read it LOUD! (RIL) as an industrious spider spinning a web of connectivity, building and leveraging a network of RIL Partners, affinity organizations and individual advocates to amplify our message.

THE PR, MARKETING & PROMOTIONAL STRATEGIES: As with all cause marketing, funds are limited and being heard above the noise is one of our biggest challenges. Our target audiences reside on both sides of the digital divide, so just reaching them calls for an extraordinary effort. However, we want to do more than just reach them, we want to engage and educate them and, most of all, move them to action.

To meet our objectives, RIL will utilize every method and tactic in the PR and Marketing tool box from traditional old media to the newest of the new media and social media; from direct mail to every address in the U.S. to emails and text messages to the databases provided by RIL Partners and affinity groups; from “incentives” to promotional tie-ins with “for-profit” Partners.

- WWW.READITLOUD.ORG – the website will be an integral tool to the reach, impact and sustainability of Read it LOUD! Unlike others in this space, RIL experts will curate (collect and assemble with expertise, knowledge and judgment) rather than just aggregate content. The site will be the gold-standard gateway
for early childhood literacy; it will be educational, informative, entertaining, engaging and an invaluable resource. It will also be a mechanism to continue the dialog with parents and build trust and loyalty to RIL and RIL Partners and a conduit to services, support and information.

- **Affinity & Partner Groups/Orgs** - direct outreach to Special Interest, Community and Partner organizations and their membership as well as participation/representation in their local and national events. Already set National Book Festival, Children’s Book Week, National Catholic Education Assoc. annual conference.

- **Influencers** that our target audiences listen to - religious leaders/groups, educators, early childhood experts, healthcare professionals, community leaders, military leaders, children’s authors, celebrity spokespersons.

- **General Visibility Builders** - media coverage generators, e.g. traditional such as a national launch event, tie-in to literacy events, key city “media” tour for spokespeople, or such unique methods as giving Hallmark recordable books and shipping home to the first 100 parents serving in the military overseas who sign the promise or create a reading APP, etc.

- **Promotional Tie-ins** that build awareness and incentivize parents to sign the promise, e.g. in-store coupons for books, free book shippers, messages on sponsor product labels, co-branded mailing boxes, end caps, newsmaking good deeds, cost-saving coupons for Partner products as well as programs with local and national companies that serve our target audiences (especially those in need community relations/corporate social responsibility “credits,” such as cable networks, big box retailers, toy stores, fast food chains).

- **Internet** - RIL, Partner & affinity org websites and Social Media, e.g. Facebook, Twitter, guest blogging, become an approved charity on YouTube so can post video, viral marketing.

- **Direct Mail** – USPS postcard to 143 million addresses in U.S., vouchers from Partners, affinity org newsletters

- **Email/Texting** – email and text message blasts to Internet, smartphones and cellphones from database lists provided by Partners, affinity groups and Influencers as well as to the Press.

- **PSA**s - 15 and 30-sec spots for use on RIL and Partner websites, Partner digital end points, radio, local & national television.

- **Basic Publicity** - press releases, interviews, media alerts, photo ops, op eds
  
  Press Outlets (targets within: news, features, columns, op eds, opinion/letters to editor)
  
  **Magazines:** Weekly, Monthly
  
  **Wires & Syndicates**

  **Newspapers:** National and Local

  **TV:** National Broadcast & Cable and Local news

  **Radio:** National, Syndicated, Subscription and Local

  **Specialty Press:** Hispanic, African-American, Parents/Children, Literacy, Faith-based, Senior Citizen

  **Internet:** News, YouTube, Social Media, RSS, PRweb.com

  **Electronic:** SMT (satellite media tour)

- **Potential Incentives for Signing the Promise:**

  - Free books via local libraries, local literacy groups and First Book.

  - Discounted books from multiple sources (e.g. RIL Partners such as First Book Marketplace, American Reading Company and eBay, plus links from Children’s Book Council to major book chains, big box stores and independent booksellers).

  - Guides, teaching tools, reading readiness tests, recommended reading lists and a wide-variety of local, national and online resources and programs to help parents.

  - Discount coupons for educational, recreational and entertainment venues (e.g. museums, parks, sports, theme parks).

  - Cost-saving opportunities and vouchers from RIL Partners

**Partners’ Reach Sampler (Far From Complete):**

- **U.S. Postal Service** – commitment to access 143 million homes, 36,400 branches, 54,000 terminals, 1.1 million website hits per day, 9 million customers per day plus co-branded postcards and mailing boxes

- **RIL Digital Network** (built and operated by RIL Partner MarSys) - bridges RIL website with Partner and affinity group platforms and websites - potential of billions of impressions.
To bring value to all our Partners

To motivate, inspire, incentivize, encourage & engage parents and caregivers to read aloud

To support orgs & individuals in the fight to end illiteracy (especially our Partners)

To position RIL as the most-trusted curator, the ultimate destination and the gold-standard gateway for early childhood literacy and development.

To bring value to all our Partners