

new worlds reading



**Donor Partnership &
Marketing Toolkit**

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**Thank you for your support of the University of Florida
Lastinger Center for Learning and the New Worlds
Reading Initiative.**

Your generous contribution helps us mail millions of books, making a huge difference in the lives of hundreds of thousands of Florida students who are not yet reading on grade level. We cannot thank you enough.

This **Donor Marketing Toolkit** can help you promote New Worlds Reading to your clients, employees, vendors, and anyone you know with eligible students. You'll find information about student eligibility, copyable email language, pre-made social media posts, and more. We encourage you to show off your support of New Worlds Reading using these materials!

If you have any questions about or suggestions for New Worlds Reading, please contact **David Bryant, Development Coordinator**, at **813-389-6234** or david.bryant@coe.ufl.edu.

Thanks again for your support of New Worlds Reading and the families we serve!

Sample Email Messaging

The following email templates serve as examples that can be shared with your employees, customers, and vendors, to let them know about New Worlds Reading!

We recommend sending these emails when your company makes its first financial commitment to New Worlds Reading.

Please note: New Worlds Reading is a state program that serves Florida students. We recommend limiting notifications about the program to your audiences based in Florida.

From Company Leadership to Staff

Dear Team Members,

[Company Name] is a proud sponsor of New Worlds Reading, Florida's free at-home reading program for eligible VPK – 5th graders who need extra support. We encourage eligible families to apply to get 9 free books based on their child's interests each school year, along with extra guides and activities to help kids strengthen their reading skills.

New Worlds Reading is administered by the UF Lastinger Center for Learning, who has selected Scholastic as a partner. Books are selected in collaboration with the Florida Department of Education, and are available in English, Spanish, Haitian Creole, and braille.

This is an incredible opportunity to help children build at-home libraries and grow a love for reading among students and their families. Visit www.newworldsreading.com for more information, including program eligibility.

Please feel free to reach out to me with any questions. Additionally, you can email the program directly at new.worlds@coe.ufl.edu.

Thank you,

[xx]

From Company Leadership to Customers and Vendors

Dear Clients (or Vendors):

New Worlds Reading is Florida's free at-home reading program for eligible VPK – 5th graders who are not yet reading on grade level!

We're encouraging Florida families to apply for their eligible VPK – 5th graders to receive 9 free books each school year, along with reading activities and guides to help build their skills. Books are available in English, Spanish, Haitian Creole, and braille.

This program is administered by the UF Lastinger Center for Learning, who has selected Scholastic as a partner. It's an incredible opportunity to help your kids build at-home libraries for free based on their interests, and to help their love for reading grow. Visit newworldsreading.com for more info, including program eligibility.

Please feel free to reach out to **[company email]** with any questions. Additionally, you can email the program directly at new.worlds@coe.ufl.edu.

Thank you,

[xx]

From Company Leadership to State Representatives and Senators

Dear **[Official's title and name]**:

We are delighted to inform you that **[organization]** has **[renewed OR initiated]** our tax credit commitment to the UF Lastinger Center New Worlds Reading Initiative. We've long admired the legislature's steps to instill a love of reading in our students via this first-of-its-kind program and to provide books and family reading activities for VPK to fifth-grade students not yet reading on grade level. In the first three years of the program, more than 360,000 students have had more than 7 million books delivered directly to their homes, building their home libraries based on their interests!

[Organization] cares deeply about education and Florida families and we are grateful for the public-private partnership opportunity to deepen our commitment to improving literacy. Thank you for your ongoing support of **[organization]**, reading, and the New Worlds Reading Initiative.

Sincerely,

[xx]

Sample Talking Points for conversations with state officials


In the course of business you may be speaking with Florida officials who have supported New Worlds Reading or will have the opportunity to do so in the future. Please keep the below in mind for these conversations.

- Thank the legislator for their support of education, reading, and the New Worlds Reading Initiative.
- [Organization] is excited to support the Florida legislature's program that has inspired a love of reading and provided free books and family reading resources to students not yet reading on grade level since 2021.
- In the first three years of the program, more than 360,000 students have had more than 8 million books delivered directly to their homes, building their home libraries based on their interests!
- New Worlds Reading has shipped over 8 million books.
- **[Organization]** cares deeply about education and Florida families and is grateful for the tax credit opportunity to deepen our commitment to improving literacy.

Family-Facing Flyers

Please use the attached family-facing flyers for company leaders to share with staff members or your customers and vendors, featuring a QR code for parents and caregivers to easily apply for students on the New Worlds Reading website.

Flyers are available in **English**, **Spanish**, and **Haitian-Creole**.



Your child may be eligible for a FREE at-home book delivery program

K-5 students enrolled in the New Worlds Reading Initiative will receive:

- A free new book in the mail each month (9 books per school year!)
- The chance to build a personalized library based on their interests
- Literacy resources for families to use together to build reading confidence
- Books available in English, Spanish, or Haitian Creole






Enrollment is easy!
Scan the QR code or visit
newworldsreading.com/enroll

Florida's New Worlds Reading Initiative is a statewide program to advance literacy and a love of reading by shipping free books in English, Spanish, and Haitian Creole to Florida students in grades K-5 who are not yet reading on grade level. Contact your child's teacher if you have questions about eligibility.

Thank you for allowing us to partner with you as you continue to build your child's love of reading!

To enroll or learn more, visit www.newworldsreading.com or contact us at support@newworldsreading.com






Su hijo puede ser elegible para un programa GRATUITO de entrega de libros en el hogar

Los estudiantes de Kinder a 5.º grado inscritos en la New Worlds Reading Initiative recibirán:

- Un nuevo libro gratuito por correo cada mes (9 libros por año escolar!)
- La posibilidad de crear una biblioteca personalizada basada en sus intereses
- Recursos de alfabetización para que las familias los utilicen juntos y así fomenten la confianza en la lectura
- Libros disponibles en inglés, español o criollo haitiano





¡La inscripción es fácil!
Escanee el código QR o visite
newworldsreading.com/enroll

New Worlds Reading Initiative de Florida es un programa estatal para promover la alfabetización y el amor por la lectura mediante el envío de libros gratuitos en inglés, español y criollo haitiano a los estudiantes de Florida que cursan desde el Kinder hasta el 5.º grado y que aún no están leyendo al nivel de su grado. Póngase en contacto con el maestro de su hijo si tiene preguntas sobre la elegibilidad.

¡Gracias por permitirnos ayudarlo a continuar fomentando el amor por la lectura en su hijo!

Para inscribirse u obtener más información, visite www.newworldsreading.com o póngase en contacto con nosotros escribiéndonos a support@newworldsreading.com





Timoun ou an ka pab kalifye pou yon pwogram gratis ki delivre liv lakay ou

Elèv ki nan klas K-5 yo (kindégaden jiska senkyèm klas) ki enskri nan New Worlds Reading Initiative pral resevwa:

- Yon nouvo liv gratis pa lapòs chak mwa (9 liv pandan chak ane lekòl!)
- Chans pou timoun nan òganize yon librerri pou tèt pal baze sou sa timoun nan renmen
- Sipò pou li pou fannni yo kapab itilize ansanm pou devlope konfyans timoun ou an le lap li
- Liv yo disponib an Anglè, Panyòl oswa Kreyòl Ayisyen



Li fasil pou enskri!
Mete kamera telefòn ou sou imaj sa oswa ale sou
newworldsreading.com/enroll

New Worlds Reading Initiative se yon pwogram pou tout eta Florid la pou ede timoun pou avanse nan apran li jan yo ta douè li e pou gen lanmou pou li. Pou fe sa, pwogram nan ap poste liv an Anglè, Panyòl, ak Kreyòl Ayisyen bay tout elev nan Florid ki nan klas K-5 (kindégaden jiska senkyèm klas) ki poko li nan nivo klas yo. Si ou gen kesyon sou kalifikasyon, kontakte pwofesè timoun ou an.

Mèsè dèsk ou pèmet nou asosye nou avèk ou pou kontinye devlope lanmou timoun ou an pou li!

Pou enskri oswa pou jwenn plis enfòmasyon, ale sou www.newworldsreading.com oswa kontakte nou nan support@newworldsreading.com



Social Media Resources

Social media is key to bringing awareness to the New Worlds Reading program, and we would be pleased for your company to partner with us to help us market and promote the program.

We will provide you with a detailed roadmap to our social media channels. This section contains everything you will need to help us promote the New Worlds Reading program on your company's social media outlets.

Social Media Handles

Please follow us at the handles below so you don't miss any of our updates. Additionally, please tag us when you promote the program on social media and encourage enrolled Florida families among your staff members and customers/vendors to do the same when they receive their books, when they read program books with their children, and when they utilize the literacy resources. We'd love to spread the love and engage with your posts.



Facebook: @NewWorldsReading



X: @NewWorldsFL



Instagram: @NewWorldsReading



LinkedIn: New Worlds Reading

Note: These are the official and only handles for our program on these channels.

Hashtags for Social Media Posts

Note: Per social best practices, only use hashtags on Instagram and Twitter for discoverability and aesthetic purposes. Additionally, when using hashtags with multiple words, be sure to capitalize the first letter of each new word.

Please prioritize the following hashtags in the near term:

#NewWorldsReading **#StrongReaders**

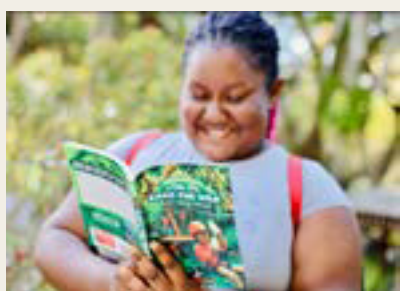
Consider incorporating other conversational hashtags (#reading, #book, #literacy) as appropriate.

Sample Social Media Posts

In addition to crafting your own organic posts (sample copy can be found below), we encourage and welcome donor companies to share our posts across your social channels where applicable.

Sample Post 1:

Ideal for use on Facebook. For use on Instagram, remove the New World Reading Initiative website link as it will not work.

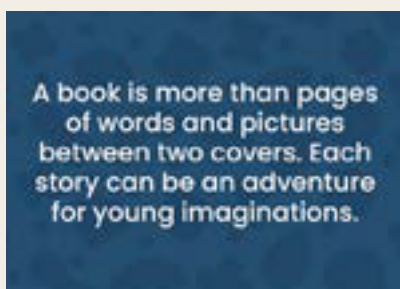


[Company Name] is proud to be a New Worlds Reading Initiative sponsor! The New Worlds Reading Initiative is about supporting families in their ability to help their children develop their literacy skills. Administered by the University of Florida Lastinger Center, this free, statewide book program can help build your child's at-home library. See if your child is eligible at: newworldsreading.com.

(Image preview is only for visual purposes; [use this link](#) to download the hi-res asset).

Sample Post 2:

Ideal for use on Facebook and Instagram.



[Company Name] is excited to sponsor the New Worlds Reading Initiative, which sends free books and literacy resources to eligible children in Florida so that everyone can experience the joy of reading. The New Worlds Reading Initiative believes in the importance of books in powering a child's imagination. Kids who start reading from an early age not only find joy in reading, but also a lifelong love of learning.

(Image preview is only for visual purposes; [use this link](#) to download the hi-res asset).

Sample Post 3:

Ideal for use on Facebook. For use on Instagram, remove the New World Reading Initiative website link as it will not work.



There is no activity more important for building imagination than reading. The New Worlds Reading Initiative helps children build their imaginations by providing them with free books monthly during the school year, and **[Company Name]** is proud to sponsor this great literacy program. Learn more at newworldsreading.com.

(Image preview is only for visual purposes; [use this link](#) to download the hi-res asset).

Visual Assets

New Worlds Reading Logos, QR codes, photos and graphics for materials that share information about the program.



Logos

[Link to download](#)



UNIVERSITY OF FLORIDA
LASTINGER CENTER
& SCHOLASTIC



QR Code

[Link to application](#)

[Link to download](#)



Images

In this section, you will find images for social media on personal, school or district channels, email communications, PowerPoint presentations or any other materials mentioning New Worlds Reading to the school's external audiences.

While we have provided some sample images, we encourage you to use assets you already own, provided proper consent has been obtained from students, parents and guardians. Below are some guidelines for the types of photos you could use to spread the word about New Worlds Reading:

- Children should be VPK or elementary aged (K-5)
- Children can be reading with an adult (parent, guardian and/or teacher), in a group of children or by themselves
- Any books pictured must be age appropriate

Additionally, we encourage images that are inclusive in nature, featuring the full diversity of your student body with consideration to areas such as but not limited to gender, ethnicity and disabilities.

- **Images of students participating in New Worlds Reading** can be found [here](#)
- **Images from our Reading Shapes Passions Campaign** can be found [here](#)
- **Videos from our Reading Shapes Passions Campaign:**
 - [90-Second Video, all professions](#)
 - [30-Second Video, aerospace engineer](#)
 - [30-Second Video, author](#)
 - [30-Second Video, vet tech](#)
- **Library of stock images** can be found [here](#)

Social Graphics

New Worlds Reading also has graphics you are welcome to use. The program has four (4) main social graphics for your use across all social channels:

- **Book Promotion:** Reading themes, monthly title highlights, and topical inspiration to showcase the program with relevant titles.
- **Program Impact:** Family quotes and stories, spokesperson statements, and partner features to show the positive impact we're having.
- **Conversation Starters:** Education, motivation, and support to build reading skills and nurture a love of reading with universal encouragement.
- **Reading Makes You, You:** General promotional assets used to help drive enrollment and spread the word about the program.

Some samples are below and available to download [here](#):

Book Promotion



new worlds reading }

Thank you!

We appreciate your company's support of New Worlds Reading and the families we serve. We are very proud of our partnership with you, and appreciate your promotion of this impactful literacy initiative.

For more information, please visit newworldsreading.com

or contact:

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jessicalong@coe.ufl.edu | 904 315-2758

David Bryant, Development Director
david.bryant@coe.ufl.edu | 813-389-6234

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