

rally to read

Spread the Word Toolkit

100





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INTRODUCTION & OVERVIEW

Reading Is Fundamental (RIF) and our partners invite you to rally with us to inspire our nation of young readers with our fourth year of Rally to Read 100, a six-month reading engagement initiative to drive reading frequency and motivation. Help us spread the word by posting on your social media accounts and encouraging your friends, family, and peers to rally with RIF.

Below, you will find suggested messaging for Rally to Read 100 that you can use in email, blog posts, social media, and on school and classroom websites. Feel free to customize any of the copy below for your classroom or school. Images to accompany the recommended messages can be accessed at [Marketing Images](#).

Thank you for rallying with RIF to help engage your students in the fun and inspiration of reading and for joining RIF so we can support the next generation of children until every child reads!

Visit RallytoRead.org each month for more reading fun! For any questions, please contact JTaylor@RIF.org.



SOCIAL MEDIA LANGUAGE

(Posts for October 1, 2024 – March 31, 2025)

The easiest way to support Rally to Read is to share with others using your social media platforms. Below please find suggested messaging and images for use throughout the initiative.

Images for the **Social Media Posts** are provided in different sizes for X and Meta (Instagram and Facebook). Included are general Rally to Read graphics as well as graphics for each month’s themed featured read-alouds.

RIF Social Handles and Rally to Read Hashtags

Please feel free to customize your social media message with the appropriate RIF handle for each platform, inserting RIF’s username where we’ve written @RIFWEB as a placeholder in the sample messages below. The posts below are written for X (formerly Twitter).

Facebook: @ReadingIsFundamental

Instagram/Threads: @readingisfundamental

X (formerly Twitter): @RIFWEB

LinkedIn: @ReadingIsFundamental

Hashtags: #RallytoRead, #PledgetoRead100, #ReadingIsFundamental, #RIFRallytoRead, #IReadUReadWeRead100

General Message	I’ve joined @RIFWEB’s national reading initiative #RallytoRead! Check out the monthly read-alouds with all-star authors and exciting FREE literacy resources! Join the fun and take the pledge to read today at RallytoRead.org! #RIF #RallytoRead #ReadingIsFundamental
Take the Pledge	Calling all kids who love to read! Take the #PledgetoRead100 books by the end of March! Join <<me/my classroom/my family>> - it’s easy with @RIFWEB #RIFRallytoRead resources & monthly read-alouds from acclaimed authors. Be part of the fun today at RallytoRead.org! #RIF #ReadingIsFundamental

Monthly posts for each month of Rally to Read 100: Posts written for X (previously Twitter) using the @RIFWEB handle, plus the author handle (if available) for this platform and 280-character count

<p>October 2024 Penguin Random House Featured Read-Aloud</p>	<p>This month, @RIFWEB celebrates COMMUNITY with #RallytoRead. Listen to authors Alexandra Garyn and Bryan Reisberg read their book, Maxine Gets a Job, about a small but mighty dog looking for work. Watch this read-aloud and find more reading fun at RallytoRead.org #PledgetoRead100</p> <p>Facebook: @MaxineTheFluffyCorgi Instagram: @madmax_fluffyroad</p> <p>Facebook: @PenguinRandomHouse Instagram: @penguinrandomhouse X @penguinrandom Threads: @penguinrandomhouse</p>
<p>October 2024 Barnes and Noble Storytime Pick</p>	<p>Celebrate COMMUNITY with the @barnesandnoble October #BNStorytime Pick for @RIFWEB's #RallytoRead. Watch author @bottomshelfbks read his book, Built to Last which shares how two friends create cool structures and lasting friendships. Watch the read-aloud at RallytoRead.org. #PledgetoRead100</p> <p>Instagram: @bottomshelfbks X: @bottomshelfbks</p> <p>Facebook: @Barnes & Noble Instagram: @barnesandnoble Threads: @barnesandnoble</p>
<p>November 2024 Penguin Random House Featured Read-Aloud</p>	<p>Celebrate November's @RIFWEB's #RallytoRead theme, NATURE with author @BrownPeopleCamp reading her book, Fatima's Great Outdoors which shares a family adventure and a love for the outdoors. Watch the read-aloud at RallytoRead.org. #ReadingIsFundamental #PledgetoRead100</p> <p>Instagram: @BrownPeopleCamping X: @BrownPeopleCamp</p> <p>Facebook: @PenguinRandomHouse Instagram: @penguinrandomhouse X: @penguinrandom Threads: @penguinrandomhouse</p>
<p>November 2024 Barnes and Noble Storytime Pick</p>	<p>November's @RIFWEB #RallytoRead theme is NATURE. Celebrate by watching the @barnesandnoble Storytime Pick, While You're Asleep, read by author Emmy Kastner. Enjoy this fun story about how nocturnal animals spend their nights. Watch the read-aloud at RallytoRead.org. #BNStorytime</p> <p>Facebook: @emmykmakes Instagram: @emmykmakes</p> <p>Facebook: @Barnes & Noble Instagram: @barnesandnoble Threads: @barnesandnoble</p>

<p>December 2024 Penguin Random House Featured Read-Aloud</p>	<p>@RIFWEB's #RallytoRead December theme is CELEBRATION! Listen as author @sheetalsheth reads aloud her book, Raashi's Rakhis. This story re-imagines an important South Asian holiday & its traditions in a modern way. Watch the read-aloud & find more reading fun at RallytoRead.org.</p> <p>Facebook: @OfficialSheetalSheth Instagram: @beneaththesheetz X: @sheetalsheth</p> <p>Facebook: @PenguinRandomHouse Instagram: @penguinrandomhouse X: @penguinrandom Threads: @penguinrandomhouse</p>
<p>December 2024 Barnes and Noble Storytime Pick</p>	<p>Join @RIFWEB for @barnesandnoble's Storytime Pick for #RallytoRead's December theme, CELEBRATION. Listen as author & illustrator Haley & John Rocco read aloud All the Books, celebrating libraries & the sharing of books with everyone. Watch the read-aloud at RallytoRead.org! #BNStorytime</p> <p>Facebook: @mooshloosh Instagram: @haleyroccobooks LinkedIn: Haley Rocco</p> <p>Facebook: @Barnes & Noble Instagram: @barnesandnoble Threads: @barnesandnoble</p>
<p>January 2025 Penguin Random House Featured Read-Aloud</p>	<p>Celebrate January's @RIFWEB #RallytoRead theme, WELLNESS with @iamcamilaalves reading her book, Just Try One Bite. Enjoy this whimsical read-aloud sharing a role-reversal story where picky parents refuse to give healthy food a try. Watch now at RallytoRead.org. #PledgeToRead100</p> <p>Facebook: @wotbycamila Instagram: @camilamconaughey</p> <p>Facebook: @PenguinRandomHouse Instagram: @penguinrandomhouse X: @penguinrandom Threads: @penguinrandomhouse</p>
<p>January 2025 Barnes and Noble Storytime Pick</p>	<p>@RIFWEB is happy to share January's #RallytoRead theme, WELLNESS! Celebrate with @barnesandnoble author, Anna Llenas reading her book, Dr. Color Monster and the Emotions Toolkit featuring a kind monster who diagnoses big feelings. Watch this read-aloud at RallytoRead.org. #BNStorytime</p> <p>Facebook: @annallenaserra Instagram: @annallenas LinkedIn: @Anna_Llenas_</p> <p>Facebook: @Barnes & Noble Instagram: @barnesandnoble Threads: @barnesandnoble</p>

<p>February 2025 Penguin Random House Featured Read-Aloud</p>	<p>@RIFWEB's #RallytoRead theme in February is CHANGEMAKERS. Watch author Nathan Bryon read his book, Rocket Says Speak Up! which shares the message that one small person can make a big difference when they take a stand for their beliefs. Watch the read-aloud now at RallytoRead.org.</p> <p>Instagram: @NATHANBRYON</p> <p>Facebook: @PenguinRandomHouse Instagram: @penguinrandomhouse X: @penguinrandom Threads: @penguinrandomhouse</p>
<p>February 2025 Barnes and Noble Storytime Pick</p>	<p>Join @RIFWEB for @barnesandnoble #BNStorytime Pick for the CHANGEMAKERS #RallytoRead theme. Author, Sy Montgomery shares her book, Becoming a Good Creature. Listen & learn from animals in the story how to create change with empathy & compassion. Watch the read-aloud at RallytoRead.org.</p> <p>Facebook: @SytheAuthor Instagram: @sytheauthor</p> <p>Facebook: @Barnes & Noble Instagram: @barnesandnoble Threads: @barnesandnoble</p>
<p>March 2025 Penguin Random House Featured Read-Aloud</p>	<p>@RIFWEB's #RallytoRead theme in March celebrates IMAGINATION. Award-winning author, @mattdelapena reads aloud his book, Milo Imagines the World. Milo loves to imagine but realizes you can't really know someone just by looking at them. Watch this read-aloud at RallytoRead.org.</p> <p>Facebook: @mattdelapenapage Instagram: @mattdelapena</p> <p>Facebook: @PenguinRandomHouse Instagram: @penguinrandomhouse X: @penguinrandom Threads: @penguinrandomhouse</p>
<p>March 2025 Barnes and Noble Storytime Pick</p>	<p>The @barnesandnoble Storytime Pick for @RIFWEB's #RallytoRead IMAGINATION theme is Cookie Time. Join @JessieSima as they read this newly released book about using time travel to skip waiting for cookies to bake. Watch this read-aloud and find more reading fun at RallytoRead.org #BNStorytime</p> <p>Instagram: @jessie_sima</p> <p>Facebook: @Barnes & Noble Instagram: @barnesandnoble Threads: @barnesandnoble</p>



BLOG AND EMAIL LANGUAGE

Our Classroom is Rallying to READ!

Greetings families! Reading is an important skill we practice with our students daily. To make reading fun, and build reading skills, we use different themes and activities to bring books to life. That's why we are participating in Reading Is Fundamental's (RIF) Rally to Read 100, a six-month reading engagement initiative. To kick off Rally to Read 100, our class is pledging to read 100 books by the end of National Reading Month in March. RIF is the nation's leading children's literacy organization, and we are thrilled that they are providing engaging reading resources and content to motivate our students to read. We will be using their monthly, themed read-alouds, puzzles and activities on RallytoRead.org and we encourage our families to get involved at home too! Take the pledge along with us and extend the joy of reading at home, watch the read-aloud videos with your child, and there are even suggested family activities provided for each month's new theme. Ask your children what they are reading in school and explore different types of books at the library to see what sparks their interest. RallytoRead.org offers a recommended book list each month that is a great place to start. Join us and check out all the free reading resources and activities at RallytoRead.org

NEWSLETTER LANGUAGE

Join us as we Rally to Read 100 books by March 2025!

Our classroom is joining Reading Is Fundamental (RIF) to engage our students in an exciting reading initiative! As part of Rally to Read 100, we have taken the pledge to read 100 books between now and the end of National Reading Month on March 31, 2025. Join in the fun at home and online by visiting RallytoRead.org. Watch the video read-alouds from acclaimed authors, use the recommended book lists for each theme, and download fun, theme and book activities, puzzles, and more!