

Partner  
*Communications*  
Toolkit



*Convened by GEEARS and Sponsored by PNC & United Way of Greater Atlanta*

# 2019 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 ages 2-5 to share with families at no cost to them. Throughout the summer, organizations host "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 with the City of Atlanta, GEEARS: Georgia Early Education Alliance for Ready Students, PNC, the United Way of Greater Atlanta and many other public-private partnerships.



## Theme

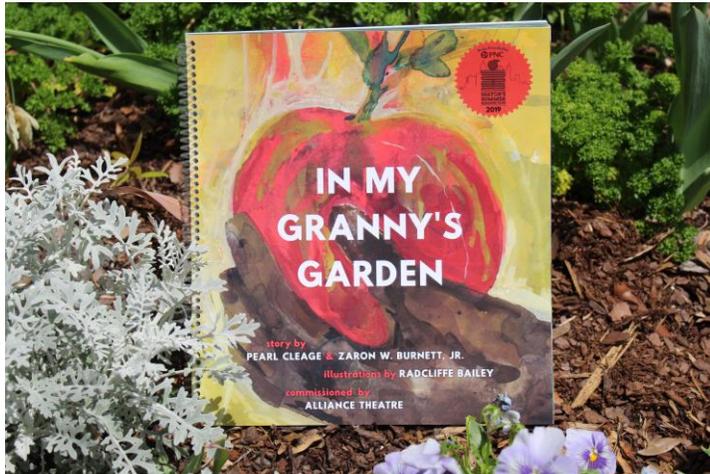
This year's theme is "Grandparents," and we will explore literature and activities that encourage children to appreciate and celebrate relationships with their grandparents and other caregivers.



## 2019 Book Selections

### ***In My Granny's Garden* (ages 3-5)**

*In My Granny's Garden* by Pearl Cleage and Zaron W Burnett, Jr., illustrated by Radcliffe Bailey is a collaboration of three distinguished Atlanta-based artists. This book was commissioned for MSRC by our partners at the Alliance Theatre and contains a READ Guide from the Rollins Center for Early Learning and Literacy (Atlanta Speech School).



As a young boy, Zaron Burnett spent a great deal of time on the large North Carolina farm of his extended family. He has great memories of being invited to work in his grandmother's garden and of the early morning hours they spent together growing some of the food that would feed the household. This real memory was used to shape a story that takes a city child who, like too many city children, thinks food comes from a grocery store and allows him to see where food really originates. His appreciation for his

grandmother's skill inspires him to think of her as a Superhero because "we need food to live." There are also quiet moments between the grandson and grandmother where she encourages him to "dream big." He promises her that he will.

### ***Grandma and Me & Grandpa and Me* (ages 0-2)**

This year birth to 2-year olds can choose between *Grandma and Me* or *Grandpa and Me*, by Karen Katz. Each book has large, sturdy flaps for children to flip and discover new words with their reading partner. In *Grandma and Me*, Grandma is coming for a very special visit! Peek under the big, easy-to-lift flaps to



see all of Grandma's surprises! Similarly, in *Grandpa and Me*, Grandpa and baby are making pizza. Lift the large flaps to find everything you need! Children love discovering what is under the flaps and enjoy reading these books over and over. These books are part of the [Karen Katz lift the flap book series](#).

# Communications Strategies for Partners



- **Partners utilizing networks:** All partners should send out emails/alerts to their network about their participation in the 2019 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 & events, and direct people to [www.MayorsReadingClub.org](http://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. Please also email the photos to [mayorsreadingclub@gears.org](mailto:mayorsreadingclub@gears.org) or upload them to the shared drive.
- **“Grandparents” Stories series:** Throughout the summer, collect and share “Grandparents” stories from participants.
- **MSRC Promo Video** GEEARS will shoot and edit a 30-60 second video for promotional use.
- **A GEEARS Press release** with program overview and partner listing will be sent to the media.
- **GEEARS Newsletter announcement(s):** GEEARS will include information about the MSRC in the April and May newsletter.

# Sample Email

Dear Friends,

We are so excited that the 2019 Mayor's Summer Reading Club has officially launched!

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 "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, PNC, the United Way of Greater Atlanta and many other public-private partnerships.

This year's theme is "**Grandparents**" and we will explore literature and activities that encourage children to appreciate and celebrate relationships with their grandparents and other caregivers.

***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:***

**MSRC Kick-Off Event**

**Date:** Thursday, May 30, 2019

**Time:** 10:00AM-1:00PM

**Location:** Alliance Theatre

1280 Peachtree St NE, Atlanta, GA 30309

**Admission:** Free

**[Add information about your organization's events here]**

To learn more about the MSRC and see upcoming events, visit [www.MayorsReadingClub.org](http://www.MayorsReadingClub.org)

## Sample In-Person Announcement/Elevator Pitch

“Hello, my name is (your name) and I am with (organization).

This year, we are one of the partners for the Mayor’s Summer Reading Club in Atlanta. The Mayor’s Summer Reading Club is for children ages birth to five and their families that take place in locations throughout the city over the summer. The program designates a city- wide book choice for infants and children ages 2-5, to share with families at no cost to them.

During the summer, libraries, museums, farmers’ markets, and other organizations like ours hold “book club reads” to model research-based methods of reading books with children and will host enrichment events based upon the stories. We are participating in this program because we support promoting early literacy, building vocabulary, and increasing family engagement through reading in the City of Atlanta. To learn more, visit [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org).



# Social Media information



## Helpful tips:

- Post about your event 2 weeks before the event, 1 week before the event, and the days leading up to the event. Then, share photos and a recap of the event after it has ended.
- Tag @MSRC\_ATL in your tweets to get a quick retweet, also on Instagram
- Tag @Mayor's Summer Reading Club on Facebook so that we can share your post
- Tag partners in photos posted on Twitter, even if you can't mention them in the text part of the Tweet
- Use hashtags (#readbelieveATL and/or #MSRC) so that all partners can find and share each other's posts
- Retweet/ repost content from Mayor's Summer Reading Club's social media platforms

## Do's and Don'ts of Social Media Posting:

- 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 content
  - Use too many hashtags
  - Use photos that don't share what's going on

## Account and Hashtag Information:

Twitter accounts to follow and mention: [@MSRC\\_ATL](#) [@GEEARS](#)

Facebook: <https://www.facebook.com/MSRCATL/>

Instagram: [@MSRC\\_ATL](#)

Website: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org)

Hashtags to use: #readbelieveATL #MSRC #ProudPartner

## Good Example Posts:

Mayor's Reading Club Retweeted



**Georgia Statewide Afterschool Network** @AfterschoolGa · 11 Jul 2018  
Summer Learning Day Spotlight: @MSRC\_ATL is celebrating at Stone Mill Elementary on July 12th from 11 AM to 1 PM. Families can receive free books for their children 8 and under and also choose from a variety of food to help fill their pantry during the summer.



Mayor's Reading Club Retweeted



**Reach Out & Read GA** @ReachOutReadGA · 23 Jul 2018  
Thx to all our pediatric offices across metro Atlanta for hosting special reading themed events all summer long! @BlankFoundation @unitedwayatl @GADFC SOPFS @GaDPH @MSRC\_ATL @GetGARReading @GACChapterAAP



**Amerigroup** @Amerigroup · 20 Jun 2018  
Captain Amerigroup popped up today at Family Health Centers of Georgia for the Mayor's Summer Reading Club @msrc\_atl @gears #readbelieveATL #MSRC @Amerigroup #Georgia #Atlanta



## Sample Twitter/Instagram Posts:

- Today, we are hosting a @MSRC\_ATL event for children 2-5! Join us for read aloud, activities, and more at [insert when/where](#). Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) #MSRC #readbelieveATL
- See our upcoming @MSRC\_ATL events at [www.mayorsreadingclub.org/events](http://www.mayorsreadingclub.org/events) and join us next [insert day](#) for reading, games, and parent engagement tips! #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](http://www.mayorsreadingclub.org) @MSRC\_ATL #MSRC #readbelieveATL
- Did you attend our event today? Ask your child which literacy activity they enjoyed most! Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) @MSRC\_ATL #MSRC #readbelieveATL
- Mayor's Summer Reading Club tip: after reading your free #MSRC book, share a story about a grandparent or caregiver with your child. Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org). @MSRC\_ATL #readbelieveATL
- What's your favorite part about "Grandpa and Me?" We love all the artwork! Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) @MSRC\_ATL #MSRC #readbelieveATL
- What's your favorite part about "Grandma and Me?" We love all the artwork! Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) @MSRC\_ATL #MSRC #readbelieveATL
- What's your favorite part about "In My Granny's Garden?" We love all the beautiful artwork! Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) @MSRC\_ATL #MSRC #readbelieveATL
- Ask your toddler who's their favorite character from "In My Granny's Garden!" Does he or she know someone like that character in real life? Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) @MSRC\_ATL @MSRC #readbelieveATL
- Have a chat with your toddler about "Grandma and Me," and talk about all the fun things do you do with grandparents. Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) @MSRC\_ATL #MSRC #readbelieveATL
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- Have a chat with your toddler about “In My Granny’s Garden,” and talk about all the fun things do you do with grandparents. Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) @MSRC\_ATL #MSRC #readbelieveATL
- Explore the vibrant illustrations in “Grandma and Me!” Which is your child’s favorite? Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) MSRC\_ATL #MSRC #readbelieveATL
- Explore the vibrant illustrations in “Grandpa and Me!” Which is your child’s favorite? Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) MSRC\_ATL #MSRC #readbelieveATL
- Explore the vibrant illustrations in “In My Granny’s Garden!” Which is your child’s favorite? Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org) MSRC\_ATL #MSRC #readbelieveATL

### **Samples of Facebook/Instagram Posts:**

- Join us tomorrow for our @Mayors Summer Reading Club event at **insert when/where**. Children and families will have fun reading stories about grandparents participating in literacy games and activities and taking home a copy of the book after the event! Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org)
- The @Mayor’s Summer Reading Club works to increase early literacy, family engagement, and vocabulary for children in Atlanta. #readbelieveATL #MSRC #ProudPartner Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org)
- Today, we hosted a @Mayors Summer Reading Club event where children ages 2 to 5 participated in read alouds, literacy games, arts & crafts, and story-telling! The Mayor’s Summer Reading Club works to increase early literacy, family engagement, and vocabulary for children in Atlanta. #readbelieveATL #MSRC #ProudPartner Visit: [www.mayorsreadingclub.org](http://www.mayorsreadingclub.org)

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**Questions?** Contact Vett Vandiver, *GEEARS*, Director of Communications, [vvandiver@gears.org](mailto:vvandiver@gears.org)