

Be an advocate for literacy by organizing a book drive or reading with a buddy.



WE Read Together



LEADERSHIP



CRITICAL THINKING



REFLECTION

AN INITIATIVE OF



MADE POSSIBLE BY



A special thank you to KPMG for supporting the next generation of young leaders through reading.

KPMG is passionate about empowering youth with the reading skills they need to be successful. In 2008, they established KPMG's Family for Literacy program to combat childhood illiteracy. By providing access to books and promoting role models to influence youth's perception of reading, KPMG and WE are helping to create lifelong learners through reading because "Readers become Leaders."

Access to Books + Literacy Advocate = **IMPACT**

Reading is one of the most important skills to have because it affects almost every aspect of our everyday lives. By increasing access to books, you have the power to inspire young leaders to become readers and lifelong learners.

Use the WE Read Together campaign and discover how to take action and create change around literacy.



FACT: Illiteracy can lead to lower-paying jobs, poor self-esteem and negative health effects.



Organize a book drive and track the number of books you collect.

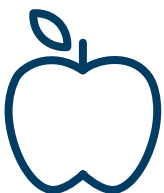


Campaign in Action

Literacy is very important to the students at Thomas Warren Field P.S. 299! The students celebrated World Read Aloud Day by reading to younger classes throughout the day and inviting community officers to the school to join in on the reading fun. To continue their reading efforts, the school will be starting a reading club to promote their love of books.

At School

- Become a reading buddy to a younger child to help encourage a lifelong love of reading, and track the number of hours you read together.
- Host a read-a-thon for students to come together and track the number of hours they read.



At Home

- Collect your family's gently used books, and donate them to a local organization. Keep track of the number of books you donated.
- Keep track of the number of hours your family reads.



As a Community

- Start a neighborhood book donation drive and track the number of books collected.
- Start a book-exchange kiosk where community members can take a book and/or leave a book. Track the number of books exchanged!



Classroom Resource

Knowledge Is Power: Understanding the issues and barriers to literacy.

Grade Level	Subject Connection	Learning Goals	Skills Developed
• 1 to 8	<ul style="list-style-type: none"> English Language Arts Social Studies 	<ul style="list-style-type: none"> Understand the importance of access to books. Explore how picture books can be effective tools for raising awareness about social justice issues. 	<ul style="list-style-type: none"> Action planning Research and writing Argument formation Organization Reflection Information literacy Critical thinking Leadership skills
• 9 to 12		<ul style="list-style-type: none"> Explore why literacy skills are essential for all. Recognize why functional illiteracy is a social justice issue. 	

Tech for Good Badge

Create a promotional-style video about the book you're currently reading to help encourage and promote reading among your friends, family and community.

Go further: Visit your local library and see what digital resources are available for reading. Share what you find using [#WEreadTogether](#) on social media to educate your local community and increase their access to books and resources.



Checklist

- Investigate and learn with the Literacy Issue Card
- Visit [WE.org/wereadtogether](https://www.wereadtogether.org) for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the Creative Resource
- Share on social media with [#WEreadTogether](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

Let’s get doing.

Step 1: Investigate and Learn

Well-rounded literacy skills are important to have in order to lead a healthy and productive life. Before you start your action plan, test your knowledge on literacy to see what you already know!

- 1. Almost every household in America owns enough books for their family to read. **True/False**
- 2. Literacy includes the ability to read and write through verbal, print, visual and digital formats. **True/False**
- 3. Those with poor literacy skills have a greater chance of facing poverty, unemployment and illness. **True/False**

Use the Literacy Issue Card with your group to find out more about how literacy impacts your life. Did any of the stats surprise you or inspire you to take action?



Take a Tally

To help promote literacy in your school, learn about what genres of books people are interested in!

Fiction	Non-fiction	Fantasy	Mystery	Other

Answer key: 1. False 2. True 3. True

Set Your Goal

Share the love of reading with your classmates through a book club, book drive or by reading with a buddy!

Book Club

How many people do you want to get involved in the book club? _____

Book Drive

How many books do you hope to collect for the book drive? _____

Reading with a Buddy

How many books does your group hope to read this year? Have everyone share their goal and then add them up!

Book goal: _____

Step 2: Action Plan

Ready to share your passion for reading? Plan out your book club, book drive or reading buddies to make sure everyone is on the same page.

Book Club:

When and where will your book club meet? _____

Book Drive

When and where will you hold your book drive? _____

Reading with a Buddy

How will you find reading buddies? _____

Spread the Word

Don't forget to promote your event! Decide who will be responsible for each task.

Task	Group Member(s) Responsible
School announcements	
Social media posts	
Posters around the school	

Step 3: Take Action

Ready, set, start reading! Through your peer reading, book club and/or book drive, you are helping empower yourself and others with literacy skills for life.



Share pictures from your reading initiatives on social media with #WEreadTogether.

Reflect

How was the turnout for your book drive, book club and/or reading buddy event?



How will your actions impact future generations of young leaders?



Favorite Books

Create a list of inspirational books that have impacted each of you through this campaign. Share your list with others to spread the power of literacy around your school and community.



Step 4: Report and Celebrate

Report

How many people participated in your WE Read Together campaign? _____

If you hosted a book drive, how many books were swapped or purchased? _____

What impact did your inspirational book list have? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? ☐ Yes ☐ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

