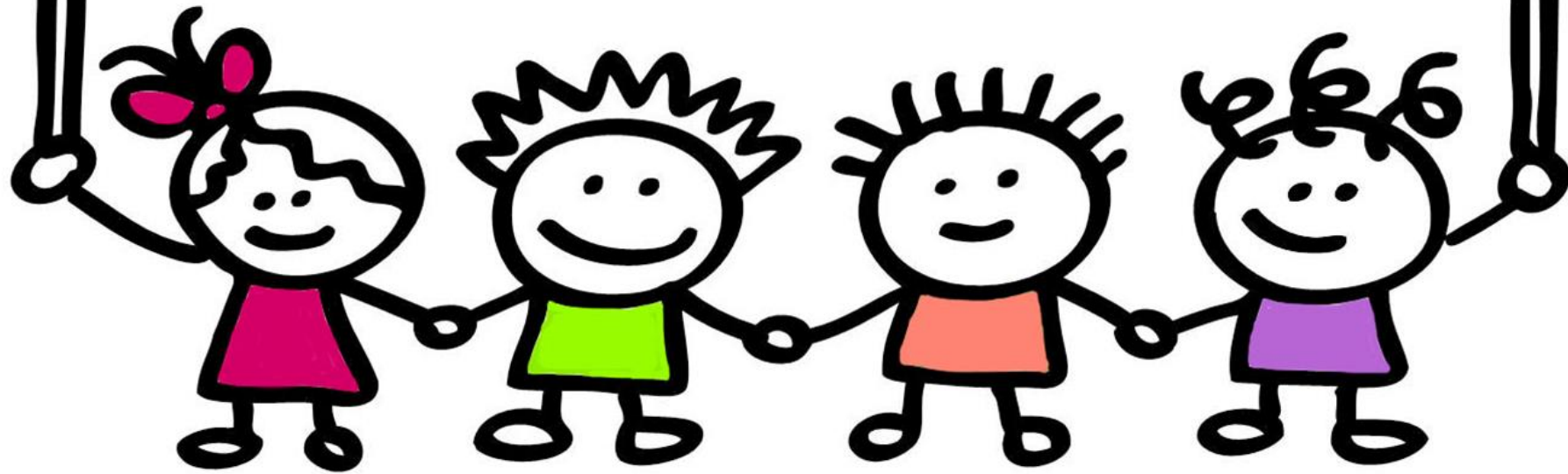


1000 Books  
Before Kindergarten



Presented by...

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1,000 Books Before Kindergarten since 2012 with (so far) 650 participants.

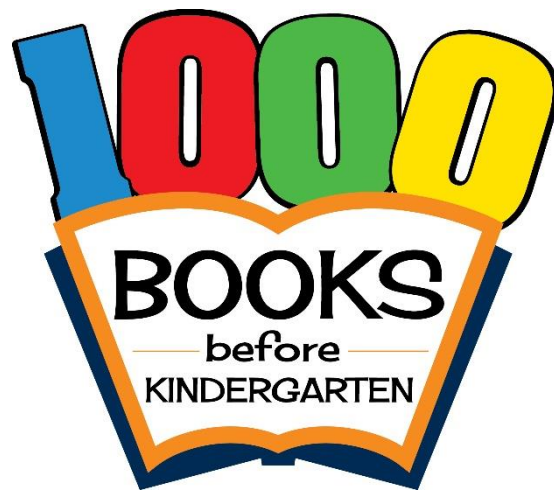
**1,000**  
**Books Before**  
**Kindergarten**





### What is 1,000 Books Before Kindergarten?

- ★ Read at least 1,000 books to a child before s/he starts school
- ★ Early literacy initiative
- ★ Initiative to increase library usage (both in-person visits and circulation)
- ★ Open-ended so families can self-pace
- ★ Passive (stealth) program
- ★ A program designed to promote reading to newborns, infants, and toddlers as well as to encourage parent/caregiver and child bonding through reading.



### Why Offer 1,000 Books Before Kindergarten?

- ❖ Children who are read to at an early age are more successful in school.
- ❖ Reading aloud to infants and children encourages social, emotional, and cognitive development.
- ❖ The ability to learn language skills is greatest before the age of six.
- ❖ Children who are read to have bigger vocabularies when they enter school.
- ❖ If you read just one book a day with a child, 1,000 books can be achieved in less than three years.
- ❖ A child who is read to develops a love of reading, early literacy skills, and an appreciation for the library.
- ❖ Reading to a child can develop their imaginations and curiosity, can teach them positive behaviors for dealing with various life situations, gives them positive attention, and can be a wonderful bonding experience.



More reasons to offer 1,000 Books Before Kindergarten:

- ★ After initial planning and set-up, administered easily with little on-going staff time
- ★ Families provide the “power” and activity on their own time
- ★ Encourages return visits to the library without an active program scheduled
- ★ Encourages increased check-out

# Planning your program...

- ★ Establish goals.
- ★ Develop your program structure.
- ★ Offer incentives.
- ★ Plan budget/Raise funds.
- ★ Reach out/Promote.
- ★ Kick off.
- ★ Re-evaluate.



# Some worthy goals...



- ★ Introduce a fun method to encourage families to read aloud to preschoolers.
- ★ Introduce children to a wide range of excellent books.
- ★ Promote early literacy skills so children enter school ready to learn.
- ★ Encourage regular library use by families.
- ★ Relaxed, easy introduction to the library.

# Developing your program structure...

- Will you have a theme, and if so, what will it be?
- How will you register and track participants internally?
- How will participants track books read?
- How will you organize your materials?
- How will you promote the program?





Incentives...decide how often you want to reward readers and what incentives you will give them.

★ Low cost: stickers, stamps, temporary tattoos, treasure chest toy, book marks, certificates

★ Mid cost: paperback book, book bag, magnets, window clings, bumper stickers, create a “wall of fame” with pictures of participants

★ High cost: finger puppets, CDs, t-shirts, yard signs, graduation party



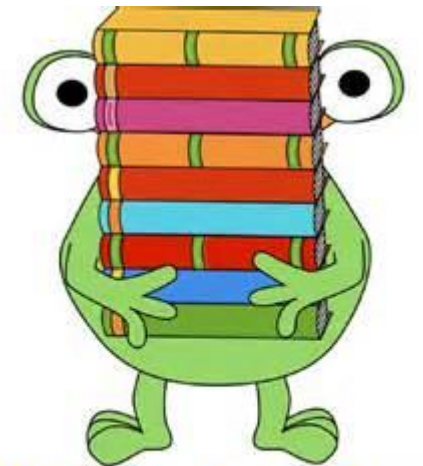
# Plan budget/Raise funds if necessary...

- When planning your budget, consider the costs of promotional materials, prizes/incentives, advertising, and printing.
- Seek funds from your Friends of the Library group or library foundation.
- Hold fundraisers.
- Apply for grants.
- Solicit donations from local businesses and service clubs.
- Consider crowdfunding.



# Reach out and promote...

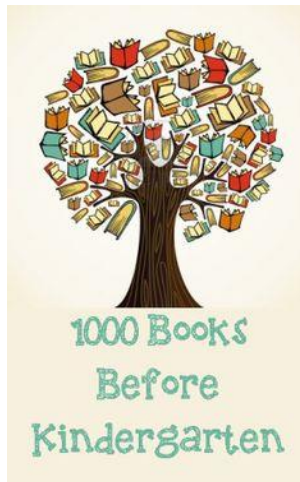
- Have good signage in your children's area and throughout your library, including at self-checkout stations. Seek out local electronic advertising signs.
- Create a special display titled "Read to Me! 1,000 Books Before Kindergarten" with information about the program, facts about early literacy, and recommended books to share.
- Send press releases to your local media. Line up appearances on your local radio and television programs. Make yourself available to speak at local service clubs and churches.
- Visit your local Head Start and preschool/daycare centers.
- Shamelessly promote at every library event/program and local event
- In addition to your library website, use social media.
- Think outside the library! Advertise!
- The entire library staff should be promoting the program in-house.



**1000 Books Before  
Kindergarten**

# Kick off...how will you announce your program to the public?

- ✓ Do you want a soft opening at the library by promoting your program to regular patrons?
- ✓ Or do you want a big kick-off party with refreshments and activities for families?
- ✓ Perhaps have a storytime read-a-thon where families can drop in for the storytime, get registered for the program, and start counting up books!
- ✓ You might want to make it a town event to garner community/local business support.
- ✓ Whatever you plan, be sure to invite your local media to your kick-off event.



# Resources to help you...

- <https://1000booksbeforekindergarten.org/>

The official website for 1,000 Books Before Kindergarten

- [www.demco.com/goto?1000\\_books](http://www.demco.com/goto?1000_books)

Demco 1,000 Books Before Kindergarten

- [www.everychildreadytoread.org](http://www.everychildreadytoread.org)

Every Child Ready to Read

- <https://1000booksbeforekindergarten.org/1000-books-before-kindergarten-iphone-android-app-instructions/>

iPhone and Android App Instructions

- [https://images.search.yahoo.com/search/images;\\_ylt=A0LEV0kOTvtZj4YATkxXNyoA;\\_ylu=X3oDMTEExcTQ3amU4BGNvbG8DYmYxBH BvcwMyBHZ0aWQDREZENI8xBHNIYwNzYw--?p=1000+books+before+kindergarten&fr=yymy-t-999](https://images.search.yahoo.com/search/images;_ylt=A0LEV0kOTvtZj4YATkxXNyoA;_ylu=X3oDMTEExcTQ3amU4BGNvbG8DYmYxBH BvcwMyBHZ0aWQDREZENI8xBHNIYwNzYw--?p=1000+books+before+kindergarten&fr=yymy-t-999)

1,000 Books Before Kindergarten images



# Re-evaluate...



- Re-evaluating is crucial.
- Talk to families who frequent the library but have not signed up for the 1,000 Books program. Why haven't they signed up? What can you do to encourage more families to sign up?
- Look for feedback from the families that are signed up. Do they find the program easy to understand? Have they encountered any problem with tracking and completing the program? What questions do your staff frequently get from patrons?
- Make sure to measure how the program has affected your library and community overall. These statistics can help you make the argument for more funding to continue and/or expand the program.

# Thank you!

Thank you for your interest in 1,000 Books Before Kindergarten!

Keep it simple. Remember, the objectives of 1,000 Books Before Kindergarten are:

- to promote reading to newborns, infants, and toddlers
- to encourage parent and child bonding through reading

