

Virtual Scavenger Hunt

Have a virtual scavenger hunt to promote the summer reading program.

Use Twitter as the platform for your virtual scavenger hunt. Each day, for seven days, a staff member tweets out one from the following items for families to find. Have parents, caregivers, and/or older siblings help younger children go out into the world to look for these things. The older helpers can tweet back photos of what the children found.

1. Day 1: Find a colorful flower that you have never seen before.
2. Day 2: Look for a tall tree that provides shade to the animals.
3. Day 3: Can you find something that an animal might think is tasty?
4. Day 4: Find a lake, stream, pond, or other body of water.
5. Day 5: Can you find any rocks or pebbles?
6. Day 6: Find a place where the sun shines very brightly.
7. Day 7: Find something in nature that you would like to learn more about.

Once the scavenger hunt is over, here is a list of books you can suggest children can come in to the library to learn more:

Andrews, Kim. *Exploring Nature Activity Book for Kids: 50 Creative Projects to Spark Curiosity in the Outdoors*. Rockridge Press, 2019.

Ehlert, Lois. *Planting a Rainbow*. HMH Books for Young Readers, 2003.

Gibbons, Gail. *Flowers*. Holiday House, 2020.

Ingoglia, Gina. *The Tree Books for Kids and Their Grown-Ups*. Brooklyn Botanic Garden, 2013.

Jay, Mr. *Ricky, the Rock That Couldn't Roll*. New Paige Press, 2018.

Jenkins, Steve and Robin Page. *I See a Kookaburra! Discovering Animal Habitats Around the World*. HMH Books for Young Readers, 2016.

Messner, Kate. *Over and Under the Pond*. Chronicle Books, 2017.

Getting the Word Out

Publicity and promotion are two essential elements in your overall library marketing plan. When used effectively and in combination with your other strategies, publicity and promotion can be very powerful in getting the word out about your summer reading program.

Publicity is about the exposure and attention you give your summer reading program to members of the media, your community, area businesses, and, of course, your patrons. It is the dissemination of information that builds awareness in your community about the great services and programs available at your library for people of all ages. Think of publicity as your plan.

Promotion is about using strategy and tactics to share that information, encourage participation in your summer reading program, and reach your audience. Think of promotion as the items you use to implement the plan.

Even if your summer reading program is well established, it is smart to strategically reach out to a wide audience. The recommendations and materials in this section will help you make the most of those opportunities.

Tactical Marketing in the Library

Bookmarks

Create bookmarks and place them in various locations in the library. Place bookmarks at the desk for staff to insert into books and book bags as patrons check out materials. Make the bookmarks silly, serious, or funny. Make sure to have them available next to self-checkout stations, too.

Use taglines such as:

- Top Ten Reasons to Be Part of Summer Reading!
- How You Can Have a Winning Summer Reading Experience!
- Take the Summer Reading Challenge!
- Design Your Summer Reading for Maximum Fun!

Brochures and Flyers

Create brochures and flyers to pass out at the circulation desk or at events. Include information about registration, guidelines, events, and prizes.

Create a weekly flyer, newsletter, or program guide that includes information about upcoming programs and events. Position newsletters at all public service points on the same day each week.

Create a coded message out of special font characters, other languages, or well-known codes such as Morse or Pigpen. Distribute postcard-size cards that give program details in code. Create a decoder sheet to distribute with the postcards.

Capture the captive audience by putting ¼ sheets in all browsing and books on hold. On the sheets, print a message such as *“Hello Reader! You are already reading, so why not join the summer reading program? Join now, and you’ll be eligible to win prizes!”* Include how to sign up and information on prizes.

Buttons and Stickers

Use a button-making kit to print and make buttons that promote your reading activities and events.

Use printable sticker sheets to create stickers that promote the program.