



Spread the Word Toolkit





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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 sixth 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 is suggested messaging to promote Rally to Read 100 in social media, email, and school/classroom newsletters. 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 inspire the children and families across the country to discover the joy of reading!

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



SOCIAL MEDIA LANGUAGE

(Posts for October 1, 2026 – March 31, 2027)

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. Feel free to personalize these posts to match your style and add your own photos, videos, or behind-the-scenes moments.

Quick Posting Tips:

- Tag Reading Is Fundamental with the proper handle per social platform.
- Add an image or a short video. You are welcome to use the [RIF creative](#) provided.
- If you post to X, remember to keep posts under 280 characters

RIF Social Handles and Rally to Read Hashtags

Facebook: @ReadingIsFundamental

Instagram/Threads: @readingisfundamental

X: @RIFWEB

LinkedIn: @ReadingIsFundamental

Hashtags: #RallytoRead, #ChallengetoRead100, #ReadingIsFundamental, #RIFRallytoRead, #RIF, #ReadwithRIF

General Message	Ready to rally around reading? We're excited to support @Reading Is Fundamental's #RallytoRead, a free six-month initiative that helps inspire children to read more often and find more joy in every book. Each month, families and classrooms can explore a new theme with free author read-alouds, book recommendations, hands-on activities, and literacy resources that make reading fun all year long. Explore this month's theme and start your next reading adventure at rallytoread.org.
Take the Challenge	Calling all young readers! Take the challenge to read 100 books by the end of March. Join <<me/my classroom/my family>> and make it easy with @Reading Is Fundamental's #RallytoRead resources, including monthly read-alouds from acclaimed authors. Start the fun today at rallytoread.org!

October 2026 Penguin Random House Featured Read-Aloud	This month, @Reading Is Fundamental is celebrating COMMUNITY with #RallytoRead! Join author @Sara Holly Ackerman for a read-aloud of her book, <i>How to Hatch</i>. This nonfiction story follows a tiny hatchling as it takes its exciting first steps into the world with curiosity, courage, and determination. Inspire young readers to celebrate nature and embrace new adventures. Watch the read-aloud, explore this month's Community theme, and discover even more free books, activities for the classroom and home at rallytoread.org. Facebook: @Sara Holly Ackerman Instagram: @sarahollyackerman Facebook: @PenguinRandomHouse Instagram/Threads: @penguinrandomhouse X: @penguinrandom
October 2026 Barnes and Noble Storytime Pick	Celebrate COMMUNITY with the October #BNStorytime Pick for @Reading Is Fundamental's #RallytoRead. Watch author @Joanna Ho read her book, <i>A Room with a View</i> about a reluctant camper who discovers that outdoor adventures can lead to unforgettable family memories. Watch the read-aloud and download activities for the classroom and home at rallytoread.org. Facebook: @Joanna Ho Instagram: @joannahowrites Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble
November 2026 Penguin Random House Featured Read-Aloud	Celebrate November's @Reading Is Fundamental #RallytoRead theme, SUSTAINABILITY with @Kelly Rice Schmitt reading her book, <i>The Farm Next Door</i>. This engaging story lets young readers discover how caring for farms, nature, and one another helps build a more sustainable future for our communities. Watch the read-aloud and download fun activities for the classroom and home at rallytoread.org. Facebook: @ Kelly Rice Schmitt Instagram: @krschmittwrites X: @krschmittwrites Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
November 2026 Barnes and Noble Storytime Pick	Celebrate November's @Reading Is Fundamental #RallytoRead theme, SUSTAINABILITY, with the #BNStorytime Pick, <i>Growing Together</i>, read by author @Ruth Spiro. Discover how plants, people, and communities thrive when they care for one another and watch to the end for a special surprise from the author. Find the read-aloud plus in home and in the classroom activities at rallytoread.org Facebook: @Ruth Bernstein Spiro Instagram: @ruthspiro X: @ruthspiro Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble

December 2026 Penguin Random House Featured Read-Aloud	@Reading Is Fundamental shares the #RallytoRead December theme, CELEBRATION! Author @Belen Medina reads aloud her new book, Emilia Wishing. This poignant story celebrates the joy of coming together and reminds readers that the greatest gifts are often the people who help make dreams come true. Watch the read-aloud and download activities for at home and in the classroom at rallytoread.org! Facebook: Belen Medina Instagram: @belenmedinawords Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
December 2026 Barnes and Noble Storytime Pick	Join @Reading Is Fundamental for the #BNStorytime Pick for #RallytoRead's December theme, CELEBRATION. Listen to author @Devin Elle Kurtz read her book, The Bakery Dragon and the Giant Cookie. Filled with warmth, humor, and delicious fun, this charming tale reminds readers that the sweetest celebrations are the ones shared with family, friends, and community. Celebrate the season and watch the read-aloud now at rallytoread.org. Facebook: @Devin Elle Kurtz Instagram: @devinellekurtz X: @DevinElleKutz Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble
January 2027 Penguin Random House Featured Read-Aloud	January's @Reading Is Fundamental #RallytoRead theme is RESPONSIBILITY with author @Lauren Wolk reading The Outermost Mouse. Discover this charming adventure about a curious little mouse who learns that courage and responsibility often go hand in hand. Watch this read-aloud now at Rallytoread.org and see how even the smallest actions can have meaningful impact. Facebook: @Lauren Wolk Instagram: @wolk.lauren Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
January 2027 Barnes and Noble Storytime Pick	@Reading Is Fundamental is happy to share January's #RallytoRead theme, RESPONSIBILITY. Celebrate with #BNStorytime Pick featuring acclaimed author, @Peter H. Reynolds reading his book, When You Dream Big. Centered on the theme of responsibility, this uplifting story encourages children to use their unique talents to care for others, make thoughtful choices, and help create a better world. Watch this read-aloud at rallytoread.org. Facebook: Peter H. Reynolds Instagram: @peterhreynolds Facebook: @Barnes & Noble Instagram/Threads: @barnesandnoble

February 2027 Penguin Random House Featured Read-Aloud	@Reading Is Fundamental's #RallytoRead theme in February is CHANGEMAKERS. Watch @James Yang read his book, <i>Swing</i>, an imaginative story that celebrates creativity, perseverance, and the courage to see possibilities where others see obstacles. Watch the read-aloud plus find activities for the classroom and home at rallytoread.org. Facebook: @James Yang Instagram: @yangblog Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
February 2027 Barnes and Noble Storytime Pick	Join @Reading Is Fundamental for the #BNStorytime Pick for February's #RallytoRead theme, CHANGEMAKERS. Author, @Dr. Rae Wynn-Grant reads aloud her book, <i>You Belong in the Wild</i>. This inspiring book empowers young readers to care for the environment, take meaningful action, and recognize that every small step can help create a brighter future. Watch the read-aloud at rallytoread.org. Facebook: @Rae Wynn-Grant Instagram: @raewynngrant X: @RaeWynnGrant Facebook: @Barnes & Noble Instagram/Threads: @barnesandnoble
March 2027 Penguin Random House Featured Read-Aloud	@Reading Is Fundamental's #RallytoRead theme in March celebrates INNOVATION. Acclaimed author, @Brad Meltzer reads aloud his book, <i>We are the Wright Brothers</i> from the popular Ordinary People Change the World series. Introduce young readers to the remarkable story of two brothers whose curiosity, perseverance, and creativity changed the course of history through flight. Share the theme of innovation with at home and in classroom activities that complement the read-aloud at rallytoread.org. Facebook: @Brad Meltzer Instagram: @bradmeltzer X: @bradmeltzer Facebook: @PenguinRandomHouse Instagram/Threads: @penguinrandomhouse X: @penguinrandom
March 2027 Barnes and Noble Storytime Pick	Celebrate @Reading Is Fundamental's #RallytoRead INNOVATION theme with the #BNStorytime Pick, <i>The Lost Robot</i>. Author @Joe Todd-Stanton reads this exciting story about curiosity, friendship, and creative problem-solving. Inspired by the innovation theme, the book encourages young readers to welcome new ideas and see how imagination and determination can lead to extraordinary discoveries. Watch the read-aloud and find activities for the classroom and home at rallytoread.org. Instagram: @joetoddstanton Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble



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 taking the challenge 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 and reach this goal. 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 challenge 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 provides 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 2027!

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 are taking the challenge to read 100 books between now and the end of National Reading Month on March 31, 2027. 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!