

How to get the most out of World Book Day

World Book Day is a charity that changes lives through a love of books and reading. Its mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

World Book Day was created by the Booksellers Association (BA) and the Publishers Association (PA) in 1998 to encourage more children to read. It became a charity in 1999.

The beneficiaries of the charity are children.

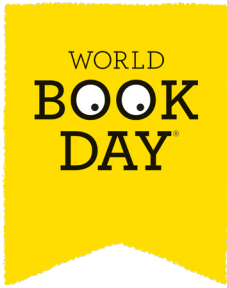
The supporters of the charity include:

- ♦ National Book Tokens, as its major sponsor.
- ♦ Booksellers, who purchase the £1/€1.50 WBD books from publishers and give the £1/€1.50 books to children in exchange for the £1/€1.50 token, or accept the £1/€1.50 token against the purchase of another book priced £2.99 or over (or €3.99 in Ireland).
- ♦ 35+ publishing houses, who fund the charity with donations of cash and in kind e.g. the publishing of the £1/€1.50 books.
- ♦ Literacy and reading charities such as The National Literacy Trust, The Reading Agency, The Centre for Literacy in Primary Education, who support through partner activity.
- ♦ McDonalds and a wide range of children's magazines, who also distribute the tokens.

As a charity World Book Day is governed by a Board of Trustees. As Founder Members of World Book Day, the BA and PA appoint some of those trustees.

World Book Day also engages with the industry and wider stakeholders through a Strategic Advisory Group.

Cassie Chadderton CEO of World Book Day regularly speaks with BA members at Children's Book Group committee meetings and BA Advisory Council meetings.



Booksellers and World Book Day

Booksellers are a huge part of what makes World Book Day special and are an essential partner in its charitable mission. Through your reading recommendations and events with authors and illustrators you're helping to create the readers of the future. Through your relationships with schools and local community organisations you can make sure that reading is for everyone, and that more children become readers, improving their life chances.

If you have previously participated in World Book Day you will automatically be registered to participate in subsequent years.

You are free to opt out of participating in World Book Day at any point. Should you wish to opt out, please email sharon.benton@booksellers.org.uk

You do not have to be a member of the Booksellers Association to participate in World Book Day (though this was the case until 2020), but most participants are. Non Booksellers Association members can sell World Book Day books if they are provided to them by the publishers of those books. The commercial terms of supply of World Book Day books are between the publisher and the retailer and not controlled by World Book Day, or the Booksellers Association.

What are the objectives of World Book Day?

Through our annual event on the first Thursday of March – with its joy, celebration and fun – we encourage more children to read, and raise awareness of the difference reading makes to their lives.

Through our year-round activities we support families, schools, libraries, bookshops and the wider community to help children love reading.

World Book Day improves children's life chances - particularly those growing up in disadvantage and inequality - by encouraging reading for pleasure.

Reading for pleasure is at its lowest level since 2005. Educational and social inequality has deepened. World Book Day promotes reading for pleasure because it improves a child's life chances.

Why is World Book Day needed?

World Book Day is a huge presence in children's lives, and we make a difference:

- 96.9% of children have heard of World Book Day
- 2 in 3 children (65%) of children took part in a World Book Day event in 2021
- 55% read more books as a result of World Book Day

We offer every child and young person the opportunity to have a book of their own – just by visiting a bookshop or supermarket.

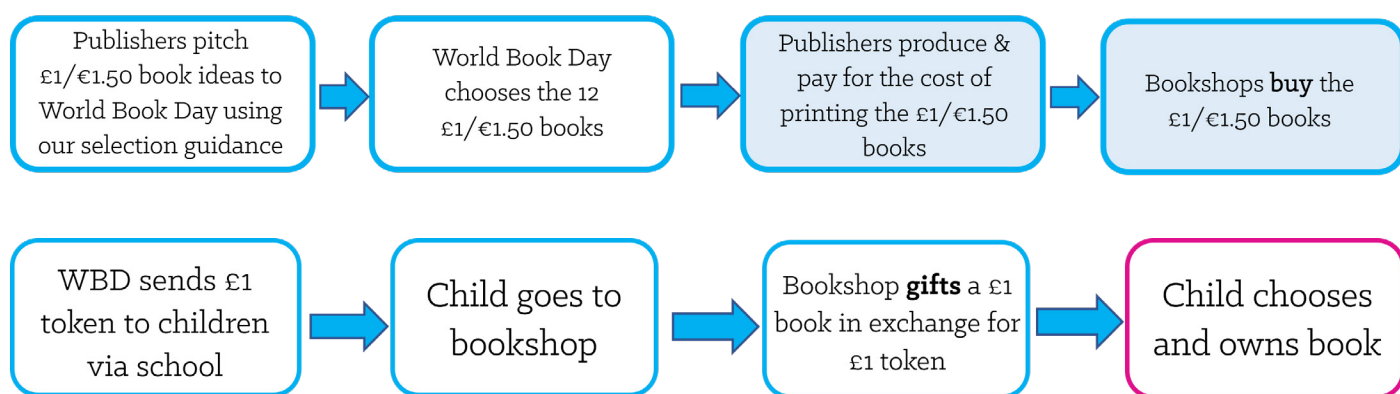
- 50m of our £1 tokens are given to children across the country, in 2022 they were swapped for over 2m £1 books.
- 1 in 5 (18.8%) pupils receiving FSM said that the £1 book they 'bought' with their World Book Day book £1 token had been their first book of their own.

You can find out more about World Book Day and the impact it makes on the WBD website at www.worldbookday.com/about-us/our-impact/

The £1/€1.50 tokens and £1/€1.50 books

World Book Day offers every child and young person the opportunity to have a book of their own, through the £1/€1.50 tokens and the £1/€1.50 World Book Day books. The £1 tokens and £1 books give all children the chance to experience choosing and owning a book – for free. The World Book Day books are a gift to children from booksellers and publishers.

Booksellers order the £1/€1.50 WBD books from Gardners Books wholesaler or direct from the publishers. Booksellers order the WBD dumpbin via the BA.



The £1/€1.50 books are created by publishers and sold for 10p to booksellers (or £5 for a pack of 50 books). Both bookseller and publisher are thereby contributing to the production costs of the WBD books.

The sale and supply of the £1/€1.50 WBD books is controlled by the publishers, not by WBD itself.

Booksellers exchange the books for the £1/€1.50 vouchers (in the main, though some are sold) – both parties thereby fund the provision of the book to the child.

Children receive the £1/€1.50 vouchers via their schools, who receive the World Book Day Schools Pack, which is created and produced by World Book Day.

World Book Day's partner charities BookTrust and Scottish Booktrust distribute the £1 token to families as part of their programmes. The £1 token can also be found in a range of children's magazines. World Book Day also works with McDonald's to include the £1 token with Happy Meals.

The tokens are designed to give children the experience of 'buying' a book; booksellers are gifting the book/ the value of the £1/€1.50 vouchers.

Working with schools on World Book Day

From September, World Book Day encourages all schools & nurseries to use the booksaremybag.com search tool to find and get in touch with their local participating bookseller. September is a good time for you to contact any schools/nurseries you already work with.

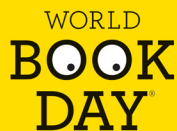
Starting conversations early and helping schools/nurseries to create a great experience for children through events and the £1/€1.50 book token exchange can help build relationships that go beyond World Book Day.

To appear on the World Book Day bookshop search map, booksaremybag.com, bookshops need to be registered as participating in World Book Day with the Booksellers Association. If your shop is missing from the map, please email sharon.benton@booksellers.org.uk

World Book Day also offers a matching service to schools or booksellers who would like extra help to be connected.

Key dates and timeline

DATE	ACTIVITY
6th September	2023 LAUNCH <ul style="list-style-type: none"> • £1/€1.50 book titles announced to trade press, schools, libraries and consumers • Sales presenter with key information about the £1/€1.50 books & campaign overview circulated • Retailers contacted re. dumpbin quantities • Brand guidelines (incl. info on use of trademark) & assets circulated
21st October	Dumpbin & poster orders confirmed
January	Consumer campaign begins; long-lead PR, school, library & consumer comms
End of January/early February	£1/€1.50 book stock delivered from publishers & dumpbins delivered from World Book Day
16th February - 26 March	£1/€1.50 token redemption period
2nd March	WORLD BOOK DAY
End of March	Retailers contacted for evaluation - including £1/€1.50 token redemption data



Before World Book Day

- ☐ Because World Book Day® is a registered trademark please read the Terms and Conditions that apply to your use of World Book Day. You can find them [here](#).
- ☐ Make sure you have ordered your World Book Day books and dumpbin.
- ☐ Keep an eye out for updates from World Book Day through the Booksellers Association newsletters.
- ☐ Create a World Book Day window display around your favourite stories to share and/or using World Book Day point of sale materials. You could invite an illustrator to create a bespoke window for you.
- ☐ Organise a teacher's evening with local schools, to discuss what you can do throughout the month to celebrate World Book Day.
- ☐ Invite teachers to bring their classes in to your shop to redeem their book tokens, and start taking bookings.
- ☐ Offer to do an assembly talking about World Book Day, your bookshop, your favourite books etc for local schools.
- ☐ Organise author, poet or illustrator events in-store and/or with local schools.
- ☐ Browse the World Book Day website for a huge range of resources, ideas and inspiration for your events worldbookday.com

During World Book Day Month

- Encourage your team to understand what World Book Day is and how it works.
- Create a 'great books for sharing' display featuring your staff's recommendations.
- Organise storytimes every weekend and/or encourage staff to read to children who come into the shop.

Promote your World Book Day events!

Remember to post pictures of what you are up to on social media, using **#WorldBookDay** and tag World Book Day (Instagram: [@worldbookdaysocial](#) / Twitter: [@WorldBookDayUK](#) / Facebook: [@worldbookdayuk](#)).

Add your events to World Book Day's events showcase at www.worldbookday.com/partners/.

Booking an Author or Illustrator Event

If you are looking for an author or illustrator for a school/bookshop event you can:

- Contact the PR department of children's publishers. You can do this via your reps or you can find the contact details of most book publicists via the PPC Directory.
- Contact [Authors Aloud](#) or [Authors Abroad](#). If you recommend these organisations to schools, ask them to say that the recommendation came from you.

Authors and illustrators get very booked up throughout World Book Day month so you can, of course, encourage schools to book author/illustrator events at other times throughout the year, as any time is a good time for children and young people to experience these inspiring visits!

Safeguarding

We assume you take appropriate measures on the taking, storing and sharing of images. This means World Book Day can reshare images that tag in schools. Our [Safeguarding Policy](#) has more about our approach to sharing images. For more guidance around Safeguarding visit – [NSPCC](#).

Bookseller case studies

Bookshop On the Green

'Know and embrace your local community – create partnerships to amplify your message'

Bookshop on the Green is a community-based children's bookshop that prides itself on both its specialist advice and unexpected book choices. One of their keys to success is working in partnership to promote the whole ecology of book reading in a community – connecting with libraries and other services to increase their impact.

World Book Day forms part of their Bookfest for schools which connects schools with high numbers of non-readers with high quality authors. Pre pandemic this was an in-person event at Birmingham Town Hall but last year they reached over 100,000 children online. They are hoping for the same success with another online festival in 2022: <https://bournvillebookfest.com/schools>.

Attracting audiences of this size has taken a while. The shop works all year round to support schools by:



BOURNVILLE
BookFest
FOR SCHOOLS

- Curating booklists on topics suggested by local primary and secondary schools.
- Some bespoke services for schools they are working with long term

Their most local school has even included the shop in their reception class's 'People who help us' topic. Now most of their schools business comes from word of mouth rather than proactive callouts.

The Children's Bookshop, Huddersfield



'It's a long game. Work to create readers – it's readers who create sales.'

A tardis-like treasure trove of books for children. The Children's Bookshop is a place to come for a chat and a recommendation from someone who's passionate about children's books. The staff know the way to make the best recommendations is to build a relationship and get to the heart of children's preferences – whether that's their interest or the paper that a book is printed on.

They have multiple ways to engage with schools and support children choosing books including a Zoom book choosing session with a roving bookshop camera for schools who haven't been able to come to the shop due to the pandemic. Core to all their engagement with schools is a recognition that the quality of experience is what sets a visit to a bookshop or receiving books from a bookshop apart. A few examples of this are:

- Schools can subscribe to monthly, half-termly or termly book subscriptions – these come wrapped and with a clue on the outside to enhance the 'unboxing' experience.
- A school visit to the bookshop includes storytelling and a supported choosing session. The staff reduce some back catalogue items to ensure that every child is able to choose and buy a book of their own.
- World Book Day visits to schools include an in-school bookshop so children are able to exchange their vouchers for a book of their own choosing.

Their top tip is don't get disillusioned and keep going – drip feeding information and positive experiences often leads to a good outcome it just takes time.

Wonderland Bookshop

'Make sure your passion and love for books and stories really comes across in your interactions.'

Wonderland Bookshop is a place to escape into a magical world -they even have a tea party on the ceiling which they believe creates the right setting to listen to their community and hear what they want. They are keen to service their community – last year they gave all their profits on World Book Night to their local Food Bank and by getting books into the hands of those who most need them with a 'pay it

WORLD BOOK DAY

forward' scheme where a book can be bought for a school or other community organisation alongside one for yourself. When they feel passionate about a particular book, and feel it should be accessed by the broader community they also find ways to make this happen. For example this year for every hardback bought copy of Tom Percival's *Invisible* they donated a paperback to a local school.

By reaching out in these ways the shop have created links into the local community. Schools can engage with the shop by:

- Setting up a wishlist for parents to access to refresh school book stock
- School book club visits
- Bookfairs taken to schools with an accompanying assembly.

This year is hopefully their first 'normal' World Book Day and they are looking forward to welcoming lots of children into the shop.

The Little Ripon Bookshop



World Book Day is a brilliant opportunity to shout about what you do and why you do it. It usually kickstarts our year and shakes us out of our post-Christmas doldrums. For a very small cost we suddenly have loads of great books to give away, colourful things for the window and a wonderful chance to remind our community that we're still here on the high street and that our aim is to encourage children to read!

Be ready for it! Get the date in the diary and perhaps ask your team to think about dressing up! Also, remind local schools that you have the books in the shop. We send each local school a copy of each WBD book for them to use in assembly as a reminder to the children that they can redeem their voucher with us.

If you can, get out into a couple of schools during the week and take a selection of books. For the first time this year, I took the WBD books as well as full priced books. This meant that no-one left without a book which felt great. I chose quite an isolated school where I felt that the children might not otherwise have had a chance to use their token.

In the shop we aim to have fun. For 2022 we held a Paper Plate Book Character competition with all entries displayed in the window and one of our team built a crazy, noisy book dispensing machine! We had a queue down the street with children waiting to 'spend' their token in the shop.

Our aim is always for the bookshop to be friendly and inclusive. World Book Day gives us the chance to say

to all children (and their carers) 'Come in and choose a free book – you'll be very welcome!'

Griffin Books, Penarth

Aside from the general charitable objectives, as a bookseller I see WBD very much as an opportunity to build relationships - with schools, parents and children. We display the books and POS material prominently in store and in the window, to encourage local families to redeem their tokens with us.

As a very small shop it's not feasible for us to welcome whole classes from mainstream schools to redeem their tokens, but we have in the past welcomed smaller groups from a couple of special schools in the vicinity, for whom it is a really exciting outing!

I also arrange pop up WBD bookstalls in 3-4 local schools who are outside our town itself, and where realistically it is unlikely that the parents would bother to bring their children to the shop for the sake of a £1 voucher, so the vouchers would likely never be redeemed. I take all the books with me and each class in turn is brought in to choose from the bookstall, as well as me giving them a short talk about books, reading, sharing stories etc. This makes sure every child in those schools goes home with a book that day, but also gives me an opportunity to build relationships with head teachers, school office staff, class teachers and most of all the children themselves (now that I've had the shop for 7.5 years, I've seen some of those kids every year since they were in nursery!



For further information, please email WBD CEO Cassie Chadderton cchadderton@worldbookday.com,
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or Emma Bradshaw, Head of Campaigns at the BA emma.bradshaw@booksellers.org.uk
or Sharon Benton, Groups & Marketing Manager sharon.benton@booksellers.org.uk

Website: www.worldbookday.com Social Media: **#WorldBookDay**

Instagram: www.instagram.com/worldbookdaysocial

You Tube: www.youtube.com/c/WorldBookDayUK

Twitter: www.twitter.com/WorldBookDayUK

Facebook: www.facebook.com/worldbookdayuk