

WORLD  
**BOOK**  
**DAY**

7 MARCH 2024


SPONSORED BY

NATIONAL  
**BOOK**  
tokens

**Fundraise your way on World Book Day®**

**Everything you need to have fun, raise money and  
change children's lives through the joy of reading.**

SAVE  
THE DATE  
**World Book Day**  
Thursday  
7 March 2024



**You're changing  
lives through a  
love of reading.  
Thank you.**

Dear World Book Day supporter,

I'm thrilled to bring you a toolkit of ideas and tips to help you have fun and raise money this **World Book Day®**. Your support will help to change children's lives through a love of books and reading.

At **World Book Day**, we are passionate about promoting reading for pleasure. With your help, **we want to offer every child and young person in the UK the opportunity to have a book of their own.**

In 2024, we are encouraging children to Read Your Way, a campaign aimed at supporting children and young people to discover reading on their own terms, as a hobby.

Reading for pleasure is all about having fun. So, whether you're getting involved at your work, in your community, or with friends and family, we want you to make your World Book Day celebration as enjoyable as possible. From book swaps to book-themed bake sales, you'll find lots of ideas on pages 7 and 8. This year we are delighted to be working with Party Delights to offer a '**Create your own Celebration Pack**', the perfect accompaniment to your festivities and **5% of all sales goes to support our charity's work.**

For now, I want to say thank you. We know budgets are tight this year, so we really value and appreciate everything you are able to do for World Book Day. **Your fundraising will help improve more children's life chances.** It's so wonderful to know that there is a whole community of people like you who believe in the power of reading to change lives.



**Cassie Chadderton**  
Chief Executive, World Book Day







# What is World Book Day?

The charity World Book Day was set up more than 25 years ago to encourage children and young people to love books and reading. Every year on the first Thursday in March, World Book Day organises events and activities in schools, libraries and other community settings to encourage children to read for fun, with some dressing up as their favourite book characters. Fundamental to our impact is giving children the opportunity to exchange a token for a free book, so that every child can discover the possibilities of reading for pleasure.

## Inside your toolkit

Why we need World Book Day and how we encourage reading for pleasure?	4
How you can make a difference	5
Your impact: in children's words	6
5 book-tastic ideas to fundraise your way	7 & 8
Highlights from 2023	9
Your checklist for fundraising success	10
How to pay in your money	11
What's next?	12

# Why do we need World Book Day?

## Reading for pleasure matters

Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background or their income.

Source: OECD

## Fewer children are reading for fun

Nearly 1 million children in the UK do not have a book of their own.

Source: National Literacy Trust

**World Book Day** encourages more children into a life-long habit of reading for pleasure, and the improved life chances this brings.

These 6 principles help change attitudes to reading for pleasure – please share them through your social media and at your events.

# How can we encourage reading for pleasure?

Our 6 principles to encourage children to read for pleasure shape our work.



# How does World Book Day make a difference?

With your support, World Book Day brings books and a love of reading to the children who need them most. We aim to:

- **Give every child a book of their own**

Every year we distribute over 50 million £1 and €1.50 book tokens for children and young people to exchange for a FREE brilliant book – or to get £1 or €1.50 off another book worth more than £2.99.

For 1 in 5 children receiving free school meals, the book they chose to buy with their £1 book token is the first book of their own.

Source: 2023 National Literacy Trust, Annual Literacy Survey

- **Encourage more children to read for pleasure**

We provide resources and activities that inspire children to read for fun, helping to transform attitudes and behaviour among children and families.

- **Work with local communities to give more children access to books**

Our team works with community groups, libraries, schools, bookshops and charity partners to get books to the children and young people who need them most.







## Your IMPACT: in children's words

“I used to dislike reading but when World Book Day happened I LOVED IT.”

“World Book Day made me want to move out of my comfort zone and read or try reading things I have never wanted or tried reading before.”

“I just want to treasure [my World Book Day book] because I never get things that are new.”

# 5 book-tastic ideas to fundraise your way

Get your colleagues, friends or family together for a brilliant World Book Day celebration. Here are some simple ideas to get you started:

1

## Games Time

Try some booky twists on your favourite party games. Ask everyone to donate to play, and provide nibbles or drinks to make it a real celebration.

You might get some reading recommendations too!

### CHARADES

Everyone drops a book title into a hat. Each person pulls out a title to enact.

### NEVER HAVE I EVER...

Take turns trying to find books that haven't been written using the phrase 'Never have I ever...' eg:

- *Never have I ever read a book with a vampire as the main character*
- *Never have I ever read a book set [name a place!]*

If someone can think of a book that exists they get a point, but if no-one can think of something you do.

### TWO TRUTHS AND A LIE

Tell two truths and a lie about a book you've read. You can even include a fake title if you want to really trip people up.

### GAME ON FOR WORLD BOOK DAY

Take part in our **timed gaming challenge** and stream for 5 hours for the 1 in 5 children who said that the book they 'bought' with their World Book Day book token had been their first book of their own.



2

## Reading Hour

There are lots of ways you can promote the idea of reading for pleasure on World Book Day. You could set up a comfy corner with a selection of books and ask people to donate to read for an hour during their work day. You could also encourage people to head home early (for a donation) so they can read with their children (or for their own pleasure!).



You'll find lots of fundraising materials like posters, certificates and bookmarks in the **World Book Day Celebration pack from Party Delights, part of the Wonder Group**. It's the perfect accompaniment to your festivities and 5% of all sales goes to support our charity's work. Find out more here.

You can also download selected materials for free here.



3

## Best Dressed

Invite people to **DRESS UP AS A CHARACTER OR A BOOK** in return for a donation – and tell those who don't to donate double! Put a spin on the day and ask people to come as a character from a genre such as crime, classic literature, fairytales, childhood favourites, or books that have been made into movies. And be sure to award a prize for the best outfit.

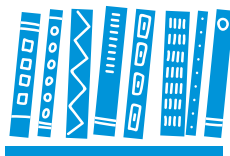
Or try the **CARDBOARD CHALLENGE!** Gather cardboard boxes and other craft materials and challenge people to come up with the best costume. Give them a time limit to make it even more fun. You can find ideas using our character guides from this year's £1/€1.50 books [here](#).



4

## Book Swap Socials

Set aside a shelf at work (or at home or local community venue) for people to share their favourite books, and to take a book they haven't read before (for a donation). People could add a personal note or bookmark explaining why a book is special to them. You could also host a lunchtime reading group or arrange sessions for people to read passages from their chosen books.



5

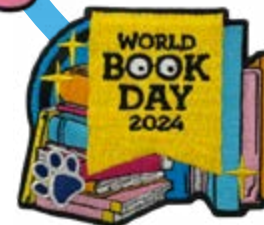
## Booky Bake Sale

Boost your fundraising and get the party started by selling homemade cakes and treats. If people can fashion book-themed cakes, even better!



## SHOW YOUR SUPPORT!

Visit the World Book Day shop where you'll find a range of clothing, badges and accessories to help you show your love for books and reading for pleasure and support our charity's work at the same time.





## Highlights from 2023

- 90,000 £1/€1.50 books donated by publishers distributed directly to children in disadvantaged communities across the UK and ROI with support from McDonald's.
- 1,930 libraries joined in the celebrations with storytelling events, displays and activities sharing the joy of reading and book discovery.
- Over 4,000 booksellers got involved with colourful displays, events and pop-up bookshops.
- Parents in prisons across the UK were given books to give to their children during visiting times.
- Over 960,000 children enjoyed in-person and digital event in partnership with the National Literacy Trust and BookTrust; and tuned in to the World Book Day BBCTeach Live Lesson.
- 52.1% of teachers reported that World Book Day is extremely or very effective for children who are not interested in reading.

*"Even the most reluctant readers are able to enjoy World Book Day as it isn't about their ability to read but about what they enjoy reading. It makes it a level playing field."*

Teacher, World Book Day 2023 survey



*"Are they seriously free and to keep? I can read the same book (as my child) and chat about it."*

HMP Rochester



*"In our disadvantaged area, it is a special experience for children to take their token to choose a book in a shop."*

Participating bookseller, 2023

*"World Book Day is a great way to engage children with books and develop a positive relationship with the library. The book tokens allow children to engage with books and parents to buy them a book without financial pressure."*

Participating library, 2023



## Your checklist for fundraising success

- ☐ Register your event [HERE](#) so we can support you and provide encouragement along the way.
- ☐ Give lots of notice. Put the date in everyone's diary as far in advance as possible.
- ☐ The more the merrier. Invite your friends or colleagues and ask them all to extend the invitation wider!
- ☐ Suggest donation amounts. Whether for cakes, party entry or games, suggesting a donation amount can encourage people to donate even more throughout your **World Book Day** celebration. (And remember that not everyone will feel able to afford a donation.)
- ☐ Make your event look the part with our fantastic new fundraising materials available to order from Party Delights (see page 7) or download free ones from our website [here](#).
- ☐ Decide how to collect donations. You could set up a JustGiving page as part of our campaign (see page 11), collect cash, or both.
- ☐ Shout about your event. Take lots of photos and use [#WorldBookDay](#) to spread awareness about the day and showcase your amazing fundraising. If you tag us on social media we may reshare your images as per our Privacy Policy.



# How to pay in your money



## Online

Raise and pay-in money by setting up your own [World Book Day JustGiving page](#)



## QR code

[Scan to donate](#)  
through Supported Giving



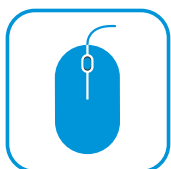
## Text to Donate

Text [WBD3](#) to [70711](#) to donate **£3**  
Text [WBD5](#) to [70711](#) to donate **£5**  
Text [WBD10](#) to [70711](#) to donate **£10**



## By post

Make cheques payable to [World Book Day](#) and send to:  
**World Book Day Ltd, 6 Bell Yard, London WC2A 2JR.**  
Please include a note with your name and address so we know who to thank.



## BACS transfer

Email us at [hi@worldbookday.com](mailto:hi@worldbookday.com) with your contact details and we'll be happy to help with providing payment details.

**Thank you for  
your support –  
it makes a huge  
difference to  
children and  
young people  
across the UK.**

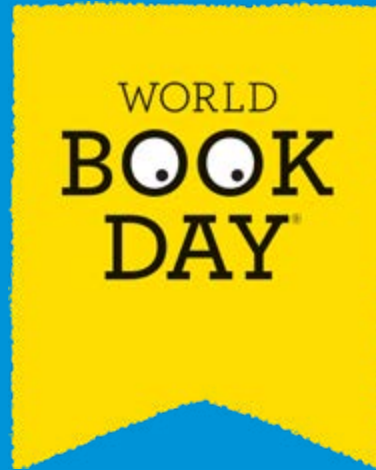
## What's next?

If you share our passion for the power of books and reading, we'd love you to support our work beyond World Book Day.

- **Sign up to our newsletter** to read more about the difference you make and other ways you can get involved.
- **Get your company involved** for example by donating a % of sales or by sponsoring an area of our work. Get in touch at [hi@worldbookday.com](mailto:hi@worldbookday.com) if your company would like to get involved.
- **Give regularly** to help more children and young people change their future thanks to the joy of reading.







# THANK YOU

You're changing children's lives by helping  
them discover the joy of reading.

Find out more at  
[worldbookday.com/fundraising](http://worldbookday.com/fundraising)

And if you have any questions, do not hesitate to get in touch at  
[hi@worldbookday.com](mailto:hi@worldbookday.com)

SPONSORED BY

