

WORLD  
**BOOK  
DAY**

7 MARCH 2024

SPONSORED BY

NATIONAL  
**BOOK**  
tokens

# Fundraising guide for schools and early years settings

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 are 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 and Ireland the opportunity to have a book of their own.**

Reading for pleasure is all about having fun so make your World Book Day fundraising celebration as colourful and enjoyable as possible. In 2024, **we want to champion children's choices encouraging them to Read Your Way** so organise a book swap, encourage your children to dress up as their favourite character, hold a book-themed bake sale – whatever works for your community.

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.** You'll also find materials to download for free from our website and ideas for celebrating on pages 7 and 8.

We are also aware that fundraising days can exclude some children, making it clear who has money and who does not. If you choose to fundraise, please make sure it's an inclusive experience for all. You'll find lots of tips on page 10 of this guide.

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.**

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 book token for a free book, so that every child can discover the possibilities of reading for pleasure.

## Inside your toolkit

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# 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.

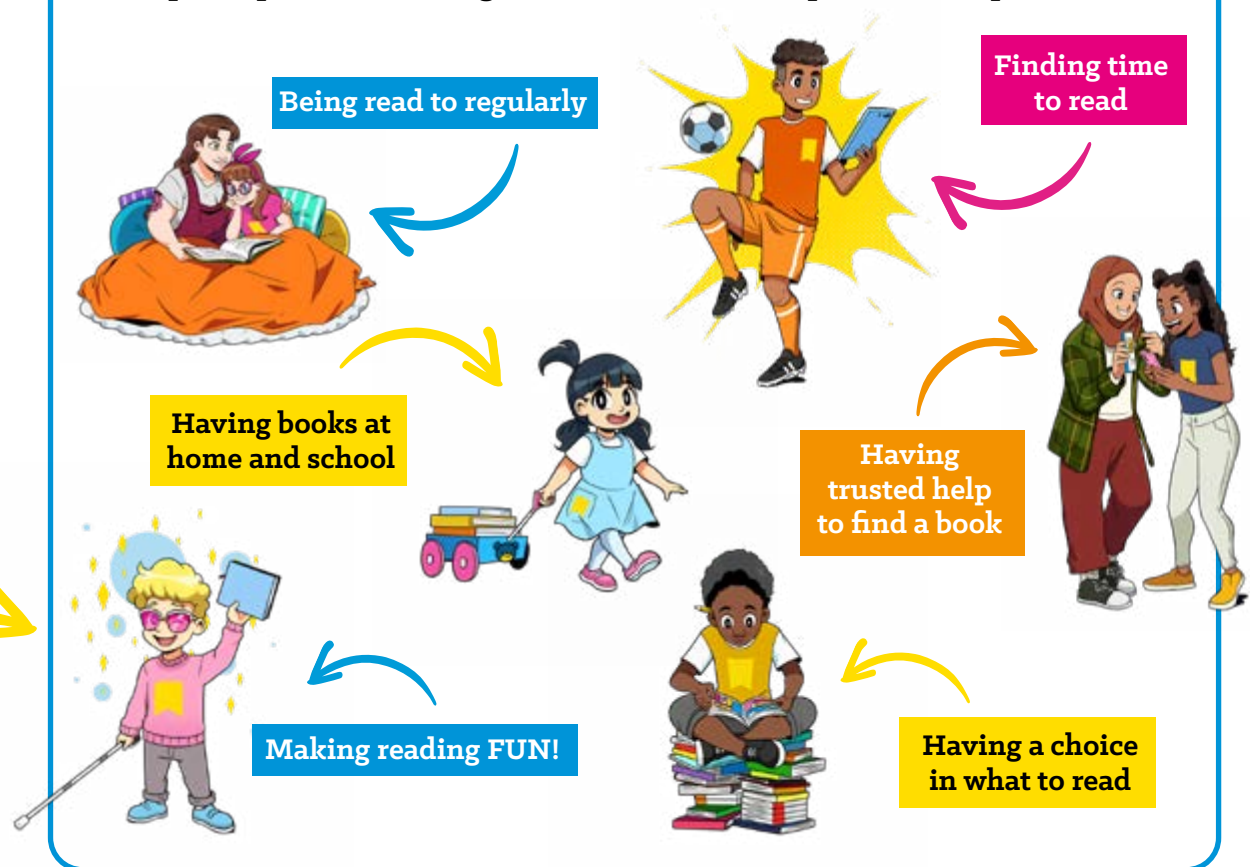
Source: National Literacy Trust

**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.



When planning your fundraising activities, please ensure that they are not connected to children exchanging their £1/€1.50 book token for a free £1/€1.50 World Book Day book. The token exchange should be a universal offer open to all children and fundraising activity should be separate to this.





## 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 school/early years community together for a brilliant World Book Day celebration. Here are some simple ideas to get you started:

1

## Host a World Book Day Party

Create a party set up (food table, dance floor, seating area), put some music on and try our booky games.

### WORLD BOOK DAY CHARACTER MEET & GREET

Invite your children to enter the party as their character or book. Or provide badges, stickers or props for the children to wear instead - they could also just use their imaginations! Where would they go? Who would they talk to? Who might they try and avoid?

Support the children with introductions and ask them questions. Stop the music to freeze the party and ask them what they are doing and why. Children who have opted for a non-fiction title might need additional prompting - encourage them to consider the fictional characters that would most like or need their book.

### GUESS WHO?

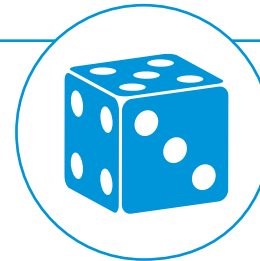
Grab your detective's hat and polish your magnifying glass, it's time to get guessing... Draw or dress up as your favourite book character and play a giant game of 'Guess Who?' on the floor! Download your free resource sheet [here](#).

### CHARADES

Children act out a book title. You could ask them to drop their favourite book title into a bowl and then each person pulls out a title to enact.

### 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 your friends up.



2

## Reading Hour

There are lots of ways you can promote the idea of reading for pleasure on World Book Day. Ask children to wear pyjamas or comfy clothes for the day, create a cosy reading space and invite parents in for story time. Offer hot chocolate and cookies in exchange for donations.



3

## 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!



4

## Get Creative

Host a book character costume swap and ask parents to donate in exchange for a costume. PTAs may be able to help source costumes. A rail stocked with various hats, capes, coats and tails can provide key elements of costume to support children's understanding of character.

Or try the **CARDBOARD CHALLENGE!** Gather cardboard craft materials and challenge children to make their own costume. As an alternative you could customise t-shirts, wooden spoons or make badges. This could also work as a family event. You can find ideas using our character guides from this year's £1/£1.50 books [here](#).



## NEW BADGES FOR 2024!

Download the free Pawprint Family activity packs and buy the badges to reward your children at [worldbookday.com/fundraising](http://worldbookday.com/fundraising)

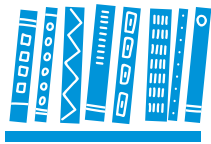
25p from every badge sold goes to support World Book Day



5

## Book Swap Socials

Host a book swap for children to share their favourite books, and to take a book they haven't read before (for a donation). Encourage children to add a personal note or bookmark explaining why a book is special to them.



Got something else in mind or need some resources to help get the party started? There are free downloads on our website including event posters, fundraising certificates and bunting templates [here](#).

Plus the 'World Book Day Celebration pack' from Party Delights, part of the Wonder Group is the perfect accompaniment to your festivities with 5% of all sales goes to support our charity's work. You can find out more [here](#).





## 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 BBC Teach 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

- Make your event look the part** with our fundraising materials. There are some to download for free from our website or have a look at the World Book Day Celebration pack from Party Delights. Find out more here.
- Give lots of notice.** Put the date in everyone's diary as far in advance as possible.
- Suggest donation amounts** for cakes, party entry or games. Every amount raised - no matter how much - can make a big difference and remember that not everyone will feel able to afford a donation.
- Decide how to collect donations** and consider how to make donations anonymous so families don't feel pressured to give when they might not be able to.
- 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.

## Tips for inclusive fundraising

- Ask children to bring money in a sealed envelope.
- Avoid asking children to give donations in front of the class and make sure that donations are anonymous.
- Offer alternative ways to support your fundraising activities that don't rely on giving money.
- Give parents plenty of notice.
- Swap to lower cost ideas and activities or provide materials for children to use.
- Consider what children may have at home. Provide an alternative to bringing in a book to a book swap.
- Make sure your adjustments are for everyone, not just some children.
- Be sure to thank children and families for their time, ideas and enthusiasm – not just for donations.





# 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



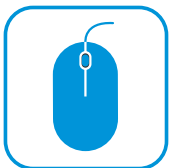
## Text to Donate

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.

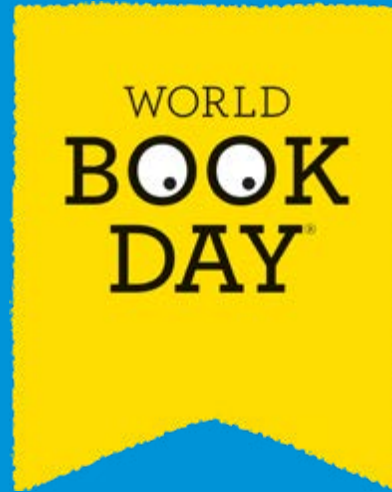
## What's next?

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.







# THANK YOU

You are 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)

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