

WORLD
**BOOK
DAY**

7 MARCH 2024

SPONSORED BY

NATIONAL
BOOK
tokens

Your **WORLD BOOK DAY® 2024** Bookseller Toolkit

How you can make a difference

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SAVE
THE DATE!
7th March 2024



Find out more at

worldbookday.com/work-with-us/booksellers/

Changing lives through a love of books and reading

World Book Day® is a registered charity sponsored by National Book Tokens

Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK).



World Book Day and Booksellers

Creating the readers of the future

Reading for pleasure makes a vital difference to children's life chances, but is at its lowest level since 2005.

That's why booksellers and World Book Day® work together to share the joy of reading and books with children and families. Last year, over 4,000 booksellers hosted World Book Day events. Your expertise helps children and young people discover reading for pleasure.

Nearly 1 million children in the UK don't have a book of their own¹. With your help, World Book Day offers every child and young person the opportunity to exchange their £1/€1.50 token for a free book.

1 in 5 pupils receiving Free School Meals (20.7%) said that the book they 'bought' with their World Book Day £1/€1.50 token was the first book they had had of their own.²

Booksellers play a special role in bringing the joy of reading to children and young people.

Entering a bookshop, supermarket or high street retailer, proudly waving their £1/€1.50 token, children are empowered to choose their World Book Day book for free.

This year, we're putting children's voices at the heart of World Book Day. Our research with children has highlighted that they are told that reading is important but our actions as adults are making them feel that reading is hard work and not something they can enjoy in their spare time. This year, we're asking everyone to support our **Read Your Way** message to show children that they can have a choice in what and how they read and to give them the opportunity to have fun with reading.

We hope you have a very happy World Book Day. Thank you for all you do in encouraging more children to love reading and to our headline sponsor National Book Tokens and founder members, The Booksellers Association and The Publishers Association for their continued support.



Cassie Chadderton
Chief Executive
World Book Day



World Book Day will take place on Thursday 7 March 2024 and the World Book Day £1/€1.50 book tokens will be valid from Thursday 15 February until Sunday 31 March 2024.

'We love that World Book Day opens a door for even greater engagement with young customers and helps to break down the idea that bookshops are snobby or unwelcoming places.'

The Edinburgh Bookshop

¹ & ² 2023 National Literacy Trust, Annual Literacy Survey

About World Book Day

OUR MISSION: To promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

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

Through our activities we support families, schools, libraries, bookshops and communities to **help children love reading**.



"It helped me because I used to dislike reading but when World Book Day happened I LOVED IT!"

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

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

Being read to regularly



Finding time to read



Having books at home and school



Having trusted help to find a book



Making reading FUN!



Having a choice in what to read



Dates for your diary

SAVE THE DATE! 7th March 2024

**Print this
out and put
it in the
staff room!**

Everything you need to know for before, during and after World Book Day. Any questions?

Email booksellers@worldbookday.com

We're delighted to have your support!

Please familiarise yourself with World Book Day's [Terms and Conditions](#) for independent booksellers. If you are a high street retailer, please refer to your World Book Day agreement.

Planning and activity timeline

JANUARY

Sign up to attend our [free Bookseller webinar: Celebrating World Book Day 2024](#) on **Tuesday 23 January at 12pm** – a chance to hear from the World Book Day team and fellow booksellers about how to engage with your local community and make your celebrations a success plus your chance to ask questions. If you can't make the webinar, you can watch the recording in your own time on our YouTube channel.

- ☐ **Contact any schools** you have a connection with and introduce yourselves to those you don't (see page 17 in Resources for a template email). How about a real life or virtual shop visit, a pop-up book shop, an assembly or co-hosting an author visit? In our school and early years' communications we offer a matching service to help them find their nearest bookseller.
- ☐ **Check your shop** is on the [World Book Day map](#). Email us at booksellers@worldbookday.com to be added.
- ☐ **Talk about how World Book Day works** with your team and share why they're so important to the charity's mission. Pin up our staff information sheet in your staffroom (page 18 in the Appendix)
- ☐ **Reach out to illustrators** to draw on windows, and authors to star in events, by contacting publishers.

☐ NEW FOR 2024 - WORLD BOOK DAY'S ANNUAL DUMPBIN CHALLENGE

Look out for your £1/€1.50 books and dumpbins arriving from late January.

Join in the World Book Day Dumpbin Challenge! We want to know the record assembly time and see your most creative (and helpful) 'how to' films. Funny videos welcome! Best video (as judged by the team at World Book Day) shared on social media before 23 February using the hashtag will win a World Book Day badge counterpack for their store worth £200.

- ☐ Add your events to the World Book Day site worldbookday.com/partners/events/
- ☐ Make sure the book token barcodes are set up on your till system – you can find them in the Resources on page 20.



Tag
@WorldBookDayUK
using the hashtag
#WEDumpbinchallenge
on X and
@WorldBookDaysocial
on Instagram

15 FEBRUARY-31 MARCH Token redemption dates

- ☐ **Get ready for children to arrive!** Schools and early years settings will be giving out the £1/€1.50 tokens during this time.
- ☐ **Host weekend story times** or read to children who come into the shop. Find free printable display materials and activities on the World Book Day website and in the Resources.
- ☐ **Contact local media** to tell them about your celebrations. See page 16 for a template press release.



NEW FOR 2024 - WORLD BOOK DAY DISPLAY COMPETITION

Create an imaginative Read Your Way display to showcase reading as a hobby and share them for your chance to win a **free counterpack** of this year's World Book Day badges (£200 retail price)!

Use the £1/€1.50 book line-up for inspiration.

To enter share your photos by tagging **@WorldBookDayUK** using the hashtag

#ReadYourWaydisplay or emailing booksellers@worldbookday.com by 8 March.



7th MARCH - WORLD BOOK DAY!

Celebrate the biggest, bookiest day of the year in the way that works best for you and your community!

- ☐ **Share** how you're changing lives through reading using **#WorldBookDay** and tagging **@WorldBookDay**
- ☐ **Pause.** Take a moment to celebrate you and your team for helping make magic happen every time a child chooses a book!



END OF MARCH

- ☐ **Complete the evaluation form** including £1/€1.50 token redemption data. The information you provide is invaluable in helping us to reach even more children and young people.
- ☐ **Excess stock of the £1/€1.50 books? No problem.** As the books are a gift from booksellers to the children in your local community, we always advise that you redistribute any left over stock to schools, early years settings, food banks and community groups. If you do still have stock left after that, get in touch at booksellers@worldbookday.com
- ☐ **Share your stories**, like these marvellous bookshops!

"These are children who we know have probably not been to the shop before. This for us is what is so important about World Book Day - new experiences."

Read, Holmfirth

"We had an in-store party and it was really popular with local parents. I feel it helped us to celebrate books together."

Bear Bookshop

Safeguarding

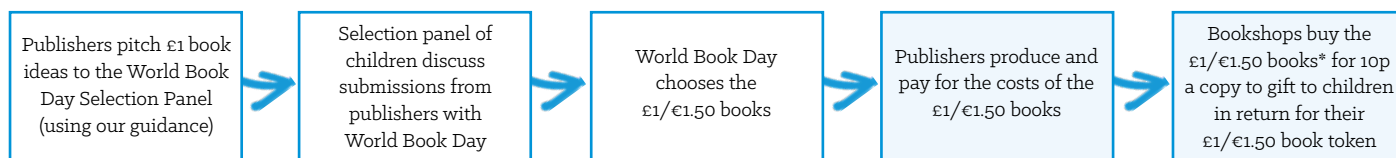
We assume you take appropriate measures on the taking, storing and sharing of images. This means World Book Day can reshare images that tag in schools. Our **Safeguarding Policy** has more about our approach to sharing images. For more guidance around Safeguarding visit – NSPCC.

Any questions? Visit the [FAQ](#) section of our website.

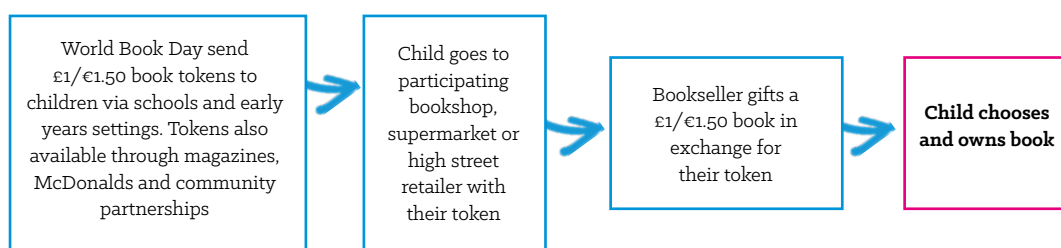
The journey of a World Book Day® £1/€1.50 book token

A phenomenal **50 million World Book Day book tokens** are distributed across the UK and Ireland every year! They're designed to give children the experience of 'buying' and choosing a book for themselves. The World Book Day books are a **gift to children from booksellers and publishers**. Here's how it works:

How the £1/€1.50 World Book Day books are chosen, published and distributed



How children choose and own a £1/€1.50 World Book Day book



* The World Book Day books can be purchased from publishers or through your usual supplier.



Children can also choose to use their token to get £1/€1.50 off a book or audiobook costing £2.99/€3.99 or more. The World Book Day books can be purchased for £1/€1.50 without a token. For full terms and conditions visit worldbookday.com/terms-conditions/

The £1/€1.50 books for 2024



The Doomsday Date is for teen readers

Using the World Book Day® brand

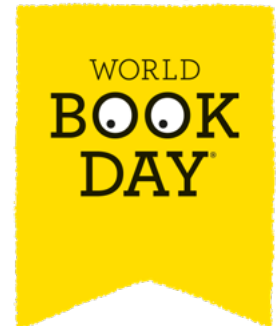
Please remember World Book Day® and our logo are registered trademarks and you must follow the **DOs** and **DON'Ts** listed below.

Download the World Book Day logo, branding and assets here:
[World Book Day logo & assets](#)

Booksellers who are running events and celebrations for World Book Day should use this 'Celebrating with' logo.

When using the 'Celebrating with' logo, you don't need to send your assets to us for approval.

Celebrating with



DO

Refer to the charity World Book Day, our mission and activities. It's important that people understand that it is more than just a cultural or promotional moment.

Make sure you use our 6 principles of reading for pleasure (see page 3) as guidance for your activities, artwork, materials and events.

Ensure the eyes of the World Book Day logo are pointing to the most important thing on the page and the logo is 5mm away from the edge of the page on all sides.

Direct children & families to the World Book Day £1/€1.50 tokens and how children can swap their token for a £1/€1.50 book for free, wherever possible.

Include the ® symbol where the words World Book Day are first mentioned.

Feature imagery of books and reading wherever possible.

Make sure any events that you are running using the World Book Day branding are free to attend (unless you are fundraising on behalf of our charity).

Include Vivian Truong's copyright logo from the asset pack when using her artwork. If space is limited, please add a text credit instead: World Book Day illustrations © Vivian Truong 2024.

DON'T

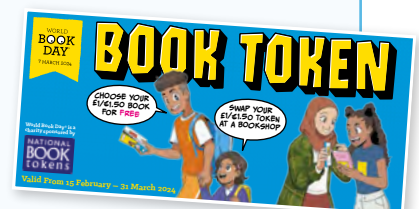
Use the World Book Day brand and assets for commercial gain or exploitation. Talk to us about co-promotions or partnerships.

Raise money for other charities using our branding. Any fundraising using our trademark or visual assets must be in aid of World Book Day.

PLEASE REMEMBER

World Book Day promises every child the opportunity to choose and own a book of their own. Nearly 1m children in the UK do not have a book of their own (Source: National Literacy Trust).

If you are accepting the £1/€1.50 token please ensure the £1/€1.50 books are also available so that all children can participate. You may only use the World Book Day logo, branding and assets if you are supporting the **free token exchange**.



NEW FOR 2024

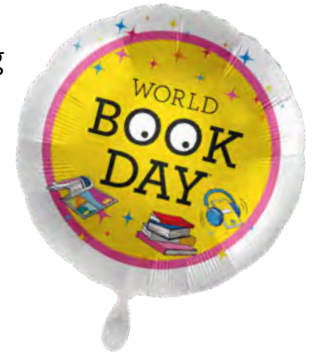
Celebration items include:

- Banners
- Bookmarks
- Bunting
- Event posters
- Stickers
- Balloons

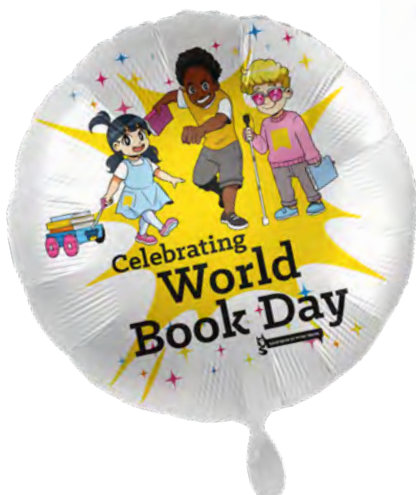
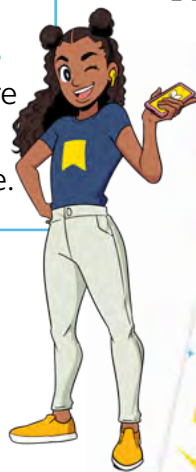
Free downloads of some items are also available from our website.

World Book Day Create your own Celebration packs

Whether it's decorating your children's reading corner or hosting events in your shop for World Book Day, our Celebration Packs are the perfect accompaniment to your festivities. Created with Party Delights, part of the Wonder Group, **5% of all sales goes to support our charity's work.**



SCAN HERE to find out more and buy your pack



Prices start from 79p
(plus postage)

Find out more [here](#)

FUNDRAISE YOUR WAY

Could your bookshop support children who don't have access to books at home?



In the UK, nearly 1 million children don't have a book of their own*.

Help us to get books to those who need them most through our community projects and to encourage all children to love reading.

World Book Day is a registered charity and in-store fundraising gives the book-loving community a chance to further support our mission. While children browse the shelves, it's an opportune moment to catch supportive book-loving adults' attention.

A few simple ideas:

- Encourage till-point donations.
- Set up a JustGiving page.
- Host a fundraising event. You could invite people to dress up as a character from their favourite book, host a family reading session or a sponsored reading hour in store.
- Buy a World Book Day badge counterpack

Counterpacks of the wonderful Pawprint World Book Day badges are available to order [here](#).

- 50 badge pack with 3 fun designs - counterpack included for easy display
- Price per Box: £80.00 + VAT
- Price per Badge: £4.00
- Donation to World Book Day per badge/box:
Fixed 25p / £12.50 (included in £80 cost)
- **Margin per box: £104** (if not VAT registered). **£86.66** (if VAT registered).



Download our guide with tips on making your fundraising inclusive for all at worldbookday.com/fundraising

Read more about our community projects in our [Impact Report](#)

#worldbookday



worldbookdayuk



worldbookdayuk



worldbookdaysocial



youtube.com/worldbookdayuk

* 2023 National Literacy Trust, Annual Literacy Survey

Need more inspiration?

Read these real stories from fellow booksellers



“Don’t get disillusioned and keep going. Drip feeding and positive experiences often leads to a good outcome - it just takes time.”

The Children’s Bookshop, Huddersfield

What they did:

- Zoom book-choosing session with a roving bookshop camera for schools.
- Monthly, half-termly and termly book subscriptions - books come wrapped with a clue on the outside.
- World Book Day school visits.
- Storytelling and supported choosing sessions for schools.

Wonderland Bookshop, Retford

What they did:

- Shared wish lists so parents could come and refresh school book stock.
- School book club visits.
- Book Fairs taken to schools with an accompanying assembly. You can find an assembly guide on our Celebrate World Book Day page.

“Make sure your passion and love of stories comes across in your interactions.”

The Little Rippon Bookshop

What they did:

- Sent each local school a copy of the World Book Day books for assembly.
- Visited schools during World Book Day week with a full range of books, including the £1 titles, so every child could choose a book with their token.
- Ran a paper plate character competition displayed in the window.
- Built a crazy, noisy book dispensing machine, which resulted in a queue of children down the street.

“It kickstarts our year and shakes us out of the post-Christmas doldrums.”

“Now that I’ve had the shop for 7.5 years, I’ve seen most of those kids every year since they were in nursery.”

Griffin Books, Penarth

What they did:

- Welcomed small groups and special schools from the vicinity.
- Displayed POS material prominently in the store window.
- Arranged pop-up book stalls in 4 local schools outside of town.
- Talked to the children about books and built relationships with head teachers, office and school staff.



RESOURCES

**Use these templates and
handy pull-outs to help
plan and promote your
World Book Day celebrations**

[Running a World Book Day event guide](#)

[Sample email to journalists](#)

[Sample email to schools/early years settings](#)

[World Book Day guide for staff](#)

[Barcodes](#)

[Fun World Book Day activities for children and families](#)

WORLD
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DAY**
7 MARCH 2024

Running a **World Book Day**[®] event guide

What is World Book Day?

World Book Day is a celebration of reading for pleasure run by the charity World Book Day. Their mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

Reading for pleasure is important because it's proven that people who choose to read in their spare time do better at school and work and feel happier too.

Running an event for World Book Day is a great way to show children and young people how fun reading can be and to share why you think it's important.

Find further ideas and event materials at
worldbookday.com/celebrate-world-book-day/

Read Your Way

This year World Book Day wants to encourage children to **Read Your Way**, a campaign aimed at supporting children and young people to discover reading on their own terms, as a hobby.



1

Start by introducing yourself

And why not include:

- Your favourite childhood book or book you're currently enjoying with your own children.
- Your favourite book/what you're reading at the moment.
- Where and when you like to read.
- Don't feel you have to stick to printed books or fiction. Sharing that you enjoy audiobooks in the car or only read at the weekends supports the READ YOUR WAY message.

Changing lives through a love of books and reading

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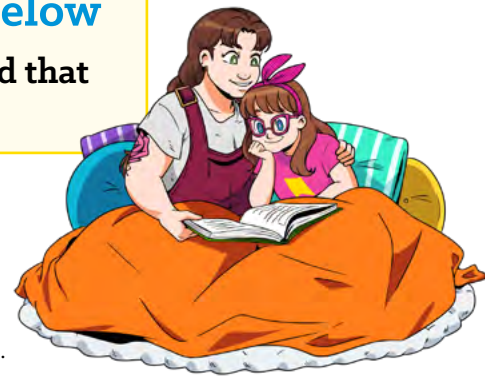


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2 Pick some activities from the suggestions below

All these activities support the 6 principles we've identified that encourage children to read for pleasure.



Being read to regularly

Share a story – either use a favourite of yours or share an extract from one or two of our World Book Day £1/€1.50 books. You can access extracts from the books by using the look inside feature on the £1/€1.50 book pages on our **website**.

Having books at home and school

If it is possible, **include children swapping their £1/€1.50 book tokens** and make this part of the event.

Having a choice in what to read

Make sure you **celebrate what the children want to read**. Include free reading time to ensure that the whole event isn't structured around a single book.

Do they need help choosing from this year's £1/€1.50 books? All our books have activities to introduce them **here**.

Finding time to read

Invite the group to **share their favourite reading time** with you.

You could ask what they like to read in different scenarios:

- At bedtime.
- After a busy day.
- On holiday.
- While they're eating a snack.



Having trusted help to find a book

Encourage the group to **recommend their favourite books**. To make this more fun, you could ask everyone to come dressed as their favourite book! You'll find lots of ideas including alternatives to dressing up **here**.

Making reading FUN!

Try one of our games to encourage children to share their favourite books:

NEVER HAVE I EVER....

Children take turns trying to find books that haven't been written - for example:

Never have I ever read a book with a vampire as the main character...

Never have I ever read a book set here...

Award points for categories that no-one can think of a book recommendation for.

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.



3 Thank everyone for coming

Remind the children they can use their token in exchange for any of the £1/€1.50 titles and wish them a Happy World Book Day.

Changing lives through a love of books and reading

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Sample email to journalists

Dear _____

World Book Day® 2024 is on Thursday 7th March and [Bookshop name] will be supporting the charity's mission to encourage all children to discover a love of reading and to have access to books. To celebrate World Book Day, we have exciting plans on [date]. We are:

- Hosting an event with children's author _____, creator of _____
We expect _____ local children to attend
- Visiting _____ schools.
- Running a window display competition.
- Running storytelling events from _____
- Inviting the illustrator _____ to paint our window.

There will be a photo opportunity on _____

We will also be offering all children the chance to choose a World Book Day book for free with their £1/€1.50 World Book Day book token. For the full list of books available, visit worldbookday.com/books

For further information please contact _____

About World Book Day®

World Book Day® changes lives through a love of books and reading. Their mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own. 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. They want to see more children, particularly those from disadvantaged backgrounds, with a life-long habit of reading for pleasure and the improved life chances this brings them.

Designated by UNESCO as a worldwide celebration of books and reading, World Book Day is marked in over 100 countries around the globe.

World Book Day® is a registered charity no. 1079257 and a company limited by guarantee no. 03783095 registered in England and Wales. Registered address: 6 Bell Yard, London, WC2A 2JR. World Book Day® and the associated logo are the registered trademarks of World Book Day® Limited.

For more information about World Book Day® and how you can support the charity, visit www.worldbookday.com

Key information about World Book Day 2024 - Read Your Way

- World Book Day is on Thursday 7th March 2024
- World Book Day promotes reading for pleasure, offering every child and young person the opportunity to have a book of their own.
- 50 million World Book Day tokens are distributed via schools, magazines and World Book Day partners
- Children can exchange their £1/€1.50 book token for a £1/€1.50 World Book Day OR use it to get £1/€1.50 off any ANY book or audiobook costing £2.99/€3.99 or more from 15 February to 31 March
- For 1 in 5 children receiving Free School Meals, the World Book Day book is the first book they own (2023 National Literacy Trust, Annual Literacy Survey)
- This year we're championing children's reading choices, encouraging all children to Read Your Way. Every reader is different, and there's no right or wrong way to enjoy reading. We want to help children and young people discover reading on their own terms, and as a hobby.

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Sample email to schools/early years settings

Dear _____

My name is _____ and I'm writing to you from _____ bookshop. As you're aware, World Book Day® 2024 is on Thursday 7th March. We support the charity in its mission to encourage all children to discover a love of reading and to have access to books. This year we're championing children's reading choices, encouraging all children to Read Your Way. Every reader is different, and there's no right or wrong way to enjoy reading. We want to help children and young people discover reading on their own terms, and as a hobby and would love to collaborate with you and create a special moment for your pupils/the children in your setting. Whether that's:

- Setting up a pop-up shop in school/nursery – we will be bringing along the £1/€1.50 books that children can exchange for free with their World Book Day book token
- A bookseller visit to host an assembly.
- Arranging class store visits.
- Arranging a virtual class visit via Zoom.
- Co-hosting an author event.
- Your ideas!

Please let us know the best person in your team to speak with and thank you for all you do to support children on their reading journey.



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WORLD BOOK DAY®

creating the readers of the future



The charity World Book Day was set up to encourage children and young people to love books and reading and offer them the opportunity to have a book of their own. World Book Day is a chance for everyone to come together and highlight how, when children choose to read as a hobby, it can make a significant impact on their future life chances¹.

How the £1/€1.50 book tokens work

Nearly **1 million children** in the UK don't have a book of their own². **With your help**, World Book Day offers every child and young person the opportunity to **exchange their £1/€1.50 token for a free book**.

For many children their visit to YOUR shop with token in hand could be the moment that inspires a life-changing love of reading. 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 own³.

The journey of a book token

World Book Day send £1/€1.50 book tokens to children via schools and early years settings. Tokens also available through magazines, McDonalds and community partnerships

Child goes to participating bookshop, supermarket or high street retailer with their token

Bookseller buys the £1/€1.50 books from publishers and gifts them to children in exchange for their token

Child chooses and owns book



Read Your Way

In 2024, we're putting children's voices at the heart of World Book Day. Use the **Read Your Way** message to celebrate children's choices and help them discover the fun of reading, on their own terms.



Good to know

- World Book Day £1/€1.50 book tokens are valid from **Thursday 15 February until Sunday 31 March 2024**.
- Only one token can be used per child
- Each token can only be used once
- Children can exchange their £1/€1.50 book token for a £1/€1.50 World Book Day OR use it to get £1/€1.50 off any ANY book or audiobook costing £2.99/€3.99
- Find out more at **worldbookday.com**

Holding a World Book Day event in your store? Add the details to our map at www.worldbookday.com/celebrate-world-book-day/local-events/ and share your pictures on social media using **#WorldBookDay** and tag us on



@worldbookdaysocial



@worldbookdayUK



@worldbookdayuk

Thank you for all you do to support World Book Day.

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NATIONAL
**BOOK
tokens**

Token barcodes

On this page you'll find all the barcodes for the tokens we have distributed via schools, early years settings and our partners. Larger retailers should check that they are set up on their systems. For independent bookshops these have been set up centrally with Batch if you use this system. Using barcodes just means we can track which tokens are redeemed; however, it is also fine just to accept tokens from children, count them up and submit the total on the evaluation form you'll receive in April.

For UK



9930430131009

WBD 2024 UK Primary & Secondary
Token (PRINT) - £1



9930430141008

WBD 2024 UK Primary & Secondary
Token (DIGITAL) - £1



9930430151007

WBD 2024 Welsh Primary & Secondary
Token (DIGITAL) - £1



9930430161006

WBD 2024 Scottish Primary & Secondary
Token (DIGITAL) - £1



9930430171005

WBD 2024 UK McDonald's - £1



9930430181004

WBD 2024 UK Magazines - £1

For Ireland



9828608091500

WBD 2024 ROI Primary & Secondary
Token (PRINT) - €1.50



9828608101506

WBD 2024 ROI Primary & Secondary
Token (DIGITAL) - €1.50



9828608111505

WBD 2024 ROI McDonald's - €1.50



9828608121504

WBD 2024 ROI Magazines - €1.50

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Book recommendation spinner game



Cut out the spinner above and put a pencil through the hole in the middle.

Ways to play

In pairs spin the spinner and take turns to recommend books

Extra challenge for booksellers, librarians or teachers

If you want to make it even more of a challenge add a dice challenge for the list of categories below alongside the spinner

- 1 By an author I haven't heard of
- 2 That you've read in the last year
- 3 With illustrations
- 4 About... (player chooses)
- 5 Genre (player chooses)
- 6 Player's challenge

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WORLD BOOK DAY

CHOOSE BOOKS YOU WANT TO READ

LISTEN TO BOOKS BEING READ

OR LISTEN TO AUDIOBOOKS

ASK FOR BOOK IDEAS

MAKE TIME TO READ

HAVE FUN!

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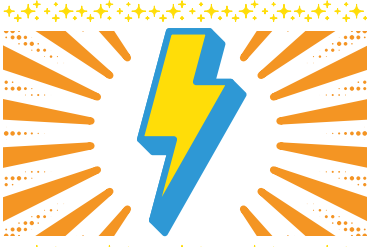
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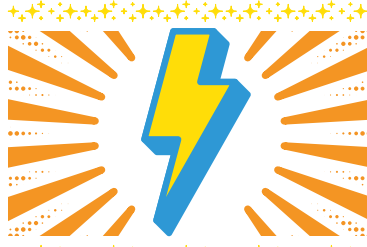
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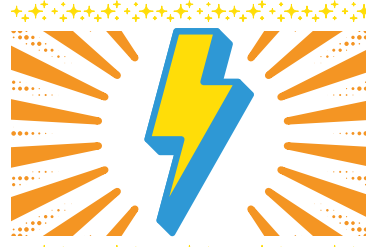
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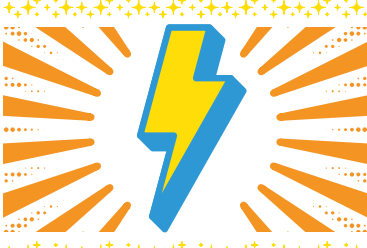
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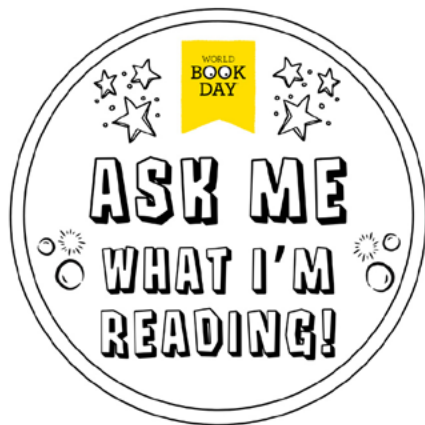
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World Book Day

Reading mood badges

Use these badges as ways for children to express what they need in a reading experience that day. Talk about how reading preferences change depending on our mood and what we are reading.

Use the blank template for children with more experience to fill in their own reading need for the day.





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