

Celebrate World Book Day at Work Ideas

Research conducted ahead of the National Year of Reading has made it clear that reading is becoming invisible in our culture. We shouldn't feel reading a book is an indulgent luxury – those of us who read need to be proudly demonstrating how core reading is to our lives. We need to talk about why and what we read. Here are some starter-for-10 ideas for having fun and fund raising for for World Book Day on World Book Day.

Book Sale

Second-Hand book sale. Staff bring in their pre-loved books (you might want to set a maximum number per person, to avoid boxloads!) – set them up on tables in a communal space. Set a price list. Funds raised are donated to World Book Day.

Book & Bake Sale

Staff bring cakes to sell alongside the second-hand books. Everyone can enjoy some cake as they settle down with a book.

Secret Santa Book Exchange

Participants donate to take part. Everyone is given a name of another participant to give a book to (there are plenty of apps to help with this). You can decide whether the gift should be a new book or a hand-me-down book that the gift-giver has loved and thinks the recipient will too. You can choose to keep the gift-giver secret – or they could write a note with their gift with a line about why they chose it. This is particularly good for remote-working teams, as it can be done by post.

Book Recommendation Group

This would work well alongside a cake sale. Everyone brings a favourite book and enjoys a conversation and gets recommendations about good books.

You can decide a theme e.g.

My favourite read in 2025

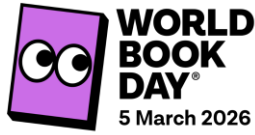
My favourite book when I was 10

My favourite coming-of-age book

The funniest book I have ever read

If this is a success, you could repeat it regularly with different themes.

Please have a donation point.



The reading for fun charity

Book Dress-Up Day

Go World Book Day traditional, pay a donation and come to work dressed as your favourite book character.

Book Quiz

There are numerous book quizzes available online. Find one that's right for your workplace. Staff enter as teams with an entry donation fee per team. You could give National Book Tokens as prizes for the winners.

Go Home early and read with your family

Pay a donation and go home an hour early to spend time reading with your family

World Book Day Merchandise

Contribute by buying World Book Day merchandise at <https://worldbookdayshop.com/>

Have a countertop display and sell World Book Day enamel badges and key-rings
<https://pawprintfamily.com/world-book-day-boxes/>

How to Donate to the World Book Day Charity

You can send funds via Supported Giving <https://www.worldbookday.com/donate/>

If it is helpful, we can send you a donation QR code that will track all donations from your company and saves collecting cash or gathering donations.

We can also accept cheques or bank transfers if that works for your systems.