



 **Books**  
from  
**Birth**



# PARTNERSHIP TOOLKIT





## What's Inside?

Join our mission of improving educational outcomes for children in D.C. and instilling in them a lifelong love of reading and learning.

This toolkit includes resources and information about DC Public Library's Sing, Talk & Read (STAR) Books from Birth program, which mails quality children's books each month to every D.C. child under 5, to share with your clients, customers, and co-workers.

For more information about the program visit [dclibrary.org/booksfrombirth](https://dclibrary.org/booksfrombirth) or call 202-741-5803.





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# Background

Books From Birth is a DC Public Library initiative that sends free books to children in the District of Columbia under the age of 5. If caregivers have more access to books, they are much more likely to read with their children, which will have a great impact on their ability to learn how to read when they enter kindergarten. Having books at home also helps cultivate a joy of learning for children, creating lifelong readers.

## D.C. GOVERNMENT'S DEDICATION TO IMPROVING EDUCATIONAL OUTCOMES

This program is funded by legislation introduced by D.C. Council member Charles Allen (Ward 6), with support from the full City Council and D.C. Mayor Muriel Bowser. You can read a copy of the Books from Birth legislation [here](#).

## HELPING PARENTS CREATE A BRIGHTER FUTURE FOR THEIR CHILDREN


The Books from Birth program is part of the Library's larger early literacy initiative Sing, Talk, and Read (STAR). Through STAR, the Library encourages caregivers to take an active role in their children's early learning. Singing, talking, and reading with children from birth prepares them to learn to read when they start school and creates a solid foundation for a lifelong love of learning. The Books from Birth initiative helps parents make reading a daily habit. By combining the promotion and instruction of STAR behaviors amongst parents with the increased access to books, all children in D.C. will be successful readers better equipped to realize their full potential.






# Our Goals


In 2019, the library delivered its millionth Books from Birth book. As the program continues to grow, the Library hopes to accomplish the following:



To ensure parents and caregivers understand the importance of early literacy and encourage them to take an active role in their children's education



To provide quality children's books to every child in the District under the age of 5.



To connect Books from Birth families with other library services and resources to cultivate a lifelong joy of reading and learning.



# How You Can Get Involved

The materials within this toolkit have been created to provide you with the information needed to effectively promote this program to the families whose lives you impact through your services. With the resources provided below you can...

- Talk with your staff, clients and/or customers about Books from Birth.
- Include Books from Birth in your social media and newsletters.
- Speak with community groups about Books from Birth.
- Feature Books from Birth on your website.
- Distribute materials at events.
- Place materials in your offices, waiting rooms or community bulletin boards.
- Air video public service announcements in your waiting rooms or on your website.

The Library can also bring services to you. You can invite the Library to have a presence at your event or place of business.

## STAR CAREGIVER AND EDUCATOR WORKSHOPS

Library professionals can instruct caregivers and educators on easy and effective ways they can make literacy and learning a part of their daily routine with their children.

## LIBRARY OUTREACH VISITS

Invite the Library to your location for an outreach visit. Staff can provide information about library services and resources as well as register individuals for library cards and for the Books from Birth program.

## OTHER PARTNERSHIP OPPORTUNITIES

The Library works with a variety of government, educational, and cultural institutions throughout the District to connect families with the Books from Birth program. Please see the "Additional Resources" section of this toolkit to contact the DC Public Library about potential partnerships related to Books from Birth. We want to work with you.



# Communications Resources

The Library has created a variety of print and digital resources that you can tailor to your audiences to promote the Books from Birth program. All resources, including a variety of images can be found in this [Google Folder](#).

## COLLATERAL

Print resources can be handed out or posted in your office, waiting room or on a community bulletin board.

- 8.5 x 11 Flyer
- 24 x 36 Poster

## EMAIL COMMUNICATIONS

Invite the Library to your location for an outreach visit. Staff can provide information about library services and resources as well as register individuals for library cards and for the Books from Birth program.

## LETTER/EMAIL TO THE PEOPLE YOU SERVE

Your child can receive FREE books from DC Public Library every month from birth until their 5th birthday. Reading with your kids from a young age will give them a strong start in life and get them ready for school. Parents and legal guardians can register their kids by visiting [dclibrary.org/booksfrombirth](https://dclibrary.org/booksfrombirth).

As a proud supporter of this program, we'd like to encourage you to sign up your kids and to spread the word to help us sign up all D.C. kids who are under 5 years old.

Thank you for joining us in supporting D.C. children and families.

(Partner Name)

## SAMPLE EMAIL TO EMPLOYEES

Build your family's home library for FREE! Every D.C. child can receive a free book each month from birth until their 5th birthday. Parents and legal guardians can register their kids by visiting [dclibrary.org/booksfrombirth](https://dclibrary.org/booksfrombirth).

By signing up your children and spreading the word to your friends and neighbors you will help give your children and other D.C. children the smart start they need to be ready for school.

Thank you for joining us in supporting D.C. children and families.

(Partner Name)



# Social Media Content

The Library has created content for Facebook, Twitter and Instagram. Images to share with the included text can be found in this [Google Folder](#).

## FACEBOOK POSTS

- Do you have a child under 5 years old? All D.C. kids can receive a FREE book each month in the mail from @dclibrary until their 5th birthday through the #BooksFromBirth program. Sign up at <http://dclibrary.org/booksfrombirth>.
- Do you want to build your family's home library? D.C. children are eligible to receive a free book in the mail each month from @dclibrary until their 5th birthday. Sign up for #BooksFromBirth at <http://dclibrary.org/booksfrombirth>.
- #DYK that having books in the home can help your child succeed in school? Get a FREE book each month with @dclibrary's #BooksFromBirth program! Children signed up at birth will get more 60 books by their 5th birthday! Sign up today at <http://dclibrary.org/booksfrombirth>.

## TWITTER POSTS

- Do you have a child under 5 years old? All D.C. kids can receive a FREE book each month in the mail from @dcpl until their 5th birthday through the #BooksFromBirth program. Sign up at <http://dclibrary.org/booksfrombirth>.
- Do you want to build your family's home library? D.C. children are eligible to receive a free book in the mail each month from @dcpl until their 5th birthday. Sign up for #BooksFromBirth at <http://dclibrary.org/booksfrombirth>.

- #DYK that having books in the home can help your child succeed in school? Get a FREE book each month with @dcpl's #BooksFromBirth program! Children signed up at birth will get more 60 books by their 5th birthday! Sign up today at <http://dclibrary.org/booksfrombirth>.

## INSTAGRAM POSTS

- Do you have a child under 5 years old? All D.C. kids can receive a FREE book each month in the mail from @dcpubliibrary until their 5th birthday through the #BooksFromBirth program. Sign up at <http://dclibrary.org/booksfrombirth>.
- Do you want to build your family's home library? D.C. children are eligible to receive a free book in the mail each month from @dcpubliibrary until their 5th birthday. Sign up for #BooksFromBirth at <http://dclibrary.org/booksfrombirth>.
- #DYK that having books in the home can help your child succeed in school? Get a FREE book each month with @dcpubliibrary's #BooksFromBirth program! Children signed up at birth will get up to 60 books by their 5th birthday! Sign up today at <http://dclibrary.org/booksfrombirth>.

## FOLLOW THE LIBRARY



@dcpl



@dcpubliibrary



@dclibrary



# Newsletter Content

Below you will find language for you to include in your print or email newsletter. If you would like to include an image in your newsletter, you can find a variety of images in this [Google Folder](#).

## NEWSLETTER LANGUAGE

Register your child to receive a FREE book every month. All D.C. kids from birth to 5 can receive free books from DC Public Library in the mail once a month. Kids who are signed up when they are born will receive 60 books by the time they turn 5. To sign up visit [dclibrary.org/booksfrombirth](https://dclibrary.org/booksfrombirth).

## TALKING POINTS

The Library has created a list of specific talking points that can help you as you discuss the new Books from Birth program with your constituents and people you serve.

- To register your child for the Books from Birth program, please visit [dclibrary.org/booksfrombirth](https://dclibrary.org/booksfrombirth).
- The Books from Birth program is completely free.
- All children who live in Washington, D.C., are eligible for the program until they turn 5 years old.
- Children receive the free books directly in the mail.
- The program makes reading with your child easier and it will help you get them ready to learn when they start school.
- The books are selected by professionals and are age-appropriate for every child enrolled in the program.
- You must be the child's parent or legal guardian to register them for the program.
- Kids who are signed up at birth will receive up to 60 free books by the time they turn 5.
- You can build your child's very own personal library for FREE.
- Signing up for the program saves you both time and money.
- The books are free and they are delivered right to your family.
- The program could save you close to \$600 in book purchases over 5 years.
- Receiving a new free book every month will encourage your children to read more.



# Additional Resources

## CONTACT

### Email:

[booksfrombirth@dc.gov](mailto:booksfrombirth@dc.gov)

### Call:

202-741-8856

### Website:

[dclibrary.org/booksfrombirth](http://dclibrary.org/booksfrombirth)

### Frequently Asked Questions:

[dclibrary.org/booksfrombirthFAQ](http://dclibrary.org/booksfrombirthFAQ)

### Sing, Talk and Read (STAR):

[dclibrary.org/star](http://dclibrary.org/star)

## BOOKS FROM BIRTH RESOURCES

Find this toolkit and all referenced resources on the [Library's website](#). If you would like to request any other items please contact the Library detailing the nature of your request, the types of materials you are interested in, and the quantity you would need.

## OTHER LIBRARY RESOURCES

The Library is happy to help your organization. With 26 locations across the district, the DC Public Library has a wide variety of resources that you can use to reach communities and increase your impact. We can distribute information about your free services to the community through our locations as well as provide free meeting spaces to you and your staff for events that are free and open to the public. Through our programming, we provide training/instruction in many areas including PC skills and research and database use. Contact us to discuss how the DC Public Library can help you. We also invite you to visit [dclibrary.org](http://dclibrary.org) to explore more resources and sign up for a library card.

