The Reading Agency presents

World Book Night
23 April 2023

Bookshop Toolkit

- Get involved in World Book Night
- The Booklist
- Fundraising
- How to celebrate
Get involved in World Book Night

We’re so happy that you want to join in celebrating World Book Night 2023! This toolkit will help you to get involved by planning your own activity in your bookshop.

What is World Book Night?

World Book Night is the annual celebration of books and reading that takes place on 23 April. People from all backgrounds are brought together for one reason – to inspire others to read more. The best part about it is that everyone can get involved! Whether you read a lot or don’t know when you last picked up a book, you can join in the celebration in so many different ways.

Why is World Book Night important?

World Book Night is run by The Reading Agency, a UK-wide charity that tackles life’s big challenges through the proven power of reading. In England, 31% of adults don’t read for pleasure, rising to 46% of young people (aged 16 to 24). We know that reading for pleasure is linked to fewer feelings of stress and depression, better sleeping patterns and improved literacy.

As well as celebrating reading, we work with publishers to donate books to organisations across the country, including prisons, colleges, hospitals, care homes and homeless shelters, and many more. These organisations reach non-readers and those who don’t have access to books. Since the first World Book Night celebration in 2011, we have given out almost 3 million books. We believe that everyone can participate in World Book Night, and for many this book will start their reading journey.
The Booklist

- Every year, we work closely with publishers to put together a list of books to encourage and inspire everyone to read. What we look for is simple – good, enjoyable and engaging books. We include a variety of genres: fiction and non-fiction, as well as books aimed at young adults.

- This year we’re specially reprinting some of the most popular Quick Reads titles. These are short books and great stories written by bestselling authors, perfect for less confident readers or people who are short on time. Find out more about Quick Reads at worldbooknight.org/books/quick-reads

- All titles are in print and available to borrow from public libraries or buy from retailers. Most titles are also available in digital format, as eBooks or audiobooks, so you can find the book that is best for you.

- Find out more about the books at worldbooknight.org/books

Using the booklist in your bookshop

The World Book Night list offers the perfect selection of books to offer your customers. You can use the booklist to create exciting displays in your bookshop, using the resources from our website to make it eye-catching.

There are different ways that you can use World Book Night as both a commercial and charitable opportunity for your shop:

- **Buy a book to give away**
  Encourage shoppers to buy a book to give to someone else. This might be a friend, family member or even a stranger on the street! World Book Night is all about sharing the joy of reading, and there’s no better gift than a book.

- **Donating books to local organisations**
  As part of World Book Night, we work with publishers to donate books to organisations around the country that can reach non-readers, lapsed readers and those who don’t have access to books. Bookshops and your customers can help reach even more people. When your customers make a purchase, encourage them to buy an additional book that you can donate to a local organisation such as a food bank or community centre.
How to celebrate

There are so many different ways that you can celebrate World Book Night! We've provided some ideas here, but you can do anything you want to celebrate books.

We love seeing how people are celebrating World Book Night, so make sure you post photos on social media using #WorldBookNight.

Hold an event

Who doesn’t love a book-themed event? We think that World Book Night is the perfect time to throw a party, and it doesn’t have to be at night! Even if you’re not able to bring your guests together in-person, there are lots of ways you can celebrate:

- Ask everyone who joins to share their top book recommendation
- Ask all your guests to dress up as their favourite characters from books
- Organise a murder mystery and find out if any of your guests are better than Miss Marple or Poirot
- If any of your guests are budding writers, ask them to bring an extract of their work along for a storytelling session
- Everyone loves a pub quiz, so host a quiz night, with some special bookish rounds
Join us on the Road to Reading

A little reading can go a long way. It can connect us to others, spark curiosity, boost our self-esteem and support our mental health. That's why, this World Book Night, we are inviting everyone to join the Road to Reading. Change your life, 30 minutes at a time! Sign up and pledge to read every week and see what a difference it makes.

Each week we’ll share advice, reading recommendations and more, while keeping an eye on your progress to help you along the way. Participants' reading journey will also form part of a national reading research project, helping us to transform the lives of more people across the UK.

Signups for the Road to Reading will open on 5 April at worldbooknight.org, ahead of the official start during the #ReadingHour on 23 April. The Road to Reading will last 10 weeks, but will be the start of a lifetime of regular reading.

The Road to Reading is for everyone to get involved with, so we invite you, your family, friends and colleagues to take part.

Take part in the #ReadingHour

7-8pm on 23 April is the #ReadingHour, when everyone is encouraged to dedicate time to reading. People can read anything they want, in any way, or can even spend the time talking to others about books they’ve enjoyed. How about listening to an audiobook while preparing dinner, or reading to children before bedtime?

This is the perfect Sunday night activity to relax before the busy week starts again. Anyone taking part in the #ReadingHour can join in the conversation online.

"I didn't used to read. Now that I am reading more I find it helps me to be calm and see things more in perspective. I am really nejoying giving myself the time to read books."

World Book Night 2022 participant
**Author visits**

World Book Night is about celebrating all books, and it offers you a perfect hook for an author event! You can invite any author to speak, and use our branding to make it World Book Night themed.

Inviting an author to speak is a great way to engage people with books. Your attendees will have the opportunity to hear from the author about writing the book, and can ask them any question they like! Before inviting an author, think about the people who will be attending your event and what they would like, as well as how many people will attend.

**Recommendation wall**

There are so many books out there, so how do you decide what to read? Recommendations are one of the best ways to find something new for yourself or to share a book that you’ve loved with other people. You could create a book recommendation wall or table in your shop and ask everyone to add suggestions of books that they’ve loved. Display some of the top suggestions to introduce your customers to new reads.

If your customers are particularly adventurous, you could even have a book lucky-dip by the till. Wrap up some books, charge customers a small amount of money to enter, and they can go home with an unexpected new read.

"It felt like a nice gift for me and gave some me time, which is something we forget to give ourselves in our daily busy lives."

World Book Night 2022 participant
Celebrate with your reading group

Did you know that being part of a reading group is linked to relaxation, better quality of life and feelings of shared community and common purpose? Many people find that being part of a reading group gives them more motivation to read, as well as a perfect reason to regularly see friends.

If you bookshop hosts reading groups, get them involved by meeting on 23 April for a World Book Night special:

- Choose a book from the World Book Night list to read and discuss
- Ask everyone to bring a friend who doesn’t regularly read

“Almost every author remembers the book that turned them on to reading for life. So I’m thrilled and honoured that Aftershocks has been chosen for World Book Night, the brilliant festivity that shares the joy of books all around”

Anne Fine, World Book Night 2023 author