World Book Night
23 April

Libraries Toolkit

- Get involved in World Book Night
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Get involved in World Book Night

We’re so excited that you want to join in with World Book Night 2020! This toolkit will help you to get involved by planning your own activity in your library.

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 a book up, 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 2011, we have given out over 2.7 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 that 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.

All books 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 library

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

World Book Night is the perfect opportunity to engage with library users who don’t borrow books; display the books near computers or help desks and let people know that these books are perfect to get them into reading.

In 2019, Norfolk Libraries used to booklist for their Great Big Read. Running for around a month before World Book Night, all their libraries had displays of the booklist which were very popular with their users! They also held events throughout the month, leading up to a big finale on 23 April.
Norfolk's Great Big Read 2019

Alison Thorne, Community Librarian

For the last two years the World Book Night recommended reads have been promoted across our 47 Norfolk libraries and 6 mobile libraries as part of our ‘Great Big Read’ campaign – an annual reading promotion for adults and young people. This year the Big Read ran from Monday 18 March and finished on World Book Night with 8 events on that day – including book groups, book chats, a book quiz and a yoga and wellbeing session highlighting mood-boosting books and the benefits of reading. Events were promoted via our What’s On pages, social media platforms and on the World Book Night website.

Our social media campaign across Twitter, Instagram and 43 Facebook pages highlighted the 23 book jackets and offered three ‘now read on’ suggestions for each title. We also used the Norfolk Borrowers’ Facebook group (a closed group of 250+readers) to encourage debates about the books and share reviews.

Library staff created attractive cube top displays of the 23 titles, and we created ‘headers’ using the World Book Night graphics. Promotional items were produced centrally and sent out to libraries with the books as a ‘shelf ready’ collection.

We topped up on every title so that there were a minimum of 30 copies of each non-fiction book, and up to 140 copies of fiction titles, and bought audio, large print and e-book and e-audio where possible. Titles were highlighted on a World Book Night-themed carousel on our online public catalogue. This year the books were borrowed a whopping 1,898 times during the 6 weeks! Not surprisingly our most borrowed book was the Norfolk-set The Chalk Pit by Elly Griffiths with 192 loans.

Using the World Book Night titles as the focus of our annual Big Read has been really successful. We make the most of nationwide publicity and are able to offer a fabulous range of writing that we know will appeal to a wide range of readers and potential readers. We are able to re-use the multiple copies we buy and promote them as part of our reading group offer, adding titles to a centrally held ‘Reading Group Collection’, that can be requested at short notice by our book clubs.
Fundraising

As a charitable programme, fundraising and donations are so important to help keep World Book Night running. It’s easy to add a fundraising element to your activity:

- If you’re holding an event, ask everyone who comes along to make a donation to World Book Night
- Get sponsored to do a run or walk, and get fit while raising money for literacy

You can donate the funds directly at https://www.justgiving.com/thereadingagency

"It can be hard to find ways to reach people in ways that you can really achieve positive effects, but I think this is what World Book Night is all about.

World Book Night Volunteer, London, 2016"
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! You could hold a coffee morning, afternoon tea, dinner party or even cocktails and theme it all around books. Anyone for a Tequila Mockingbird or A Rum of One’s Own?

- Ask your guests to bring a book – you can swap these at the event, or collect them all to give to charity
- Create literary-inspired food and drinks
- Ask all your guests to dress up as their favourite characters from books
- Show a film adaptation of a book
- 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
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 library and ask everyone to add suggestions of book that they’ve loved. Display some of the top suggestions to introduce your library users to new reads.

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 want to join reading group near you, you can find one on Reading Groups for Everyone. You can also register your own group to access exclusive offers from publishers, including free sets of groups!

Get your group together 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
Promoting your event

World Book Night is the perfect opportunity to go out into your local community and reach people who don’t use the library.

- Ask local shops and businesses if you can display posters for your event on noticeboards, or leave leaflets for customers to pick up. Don’t forget places like doctors surgeries!
- Send your local newspaper a detailed press release so that they can run a feature on your World Book Night plans
- Organise a slot on a local radio station which will feature stories about the difference that reading makes to people’s lives
- Use social media to promote your library’s activities. Make sure to use #WorldBookNight!
- Add your event to our map at worldbooknight.org/events to reach even more people.

“...Our own world can be so many things in a day. From perfect to terrifying to undeniably impossible to understand. Escaping that, to tuck your mind into other worlds is a luxury everyone deserves. And sometimes, if we’re lucky, we can pull some more sense back into ours.”

Sophia Thakur, World Book Night 2020 author