The Reading Agency presents

World Book Night
23 April 2023

Library Toolkit

- Get involved in World Book Night
- The Booklist
- How to celebrate
- Promoting your event
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 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 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 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.

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. If you would like to run a similar activity but are not able to display the books, you can promote the books and run events online on social media, websites and in e-newsletters.

"Enabled us to demonstrate libraries' role as key to supporting local communities"
Staffordshire County Council
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.
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.

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.
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!

- 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

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.

World Book Night is a fantastic opportunity to bring your reading group members together, or even to bring multiple groups together to share what they’re reading:

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

World Book Night giveaway

If your application to receive books as part of our national giveaway has been successful, think about how you can best reach those who don’t regularly read for pleasure or have access to books. This is a perfect opportunity for outreach, and to encourage new people to join the library through the gift of a book. If you’re able to hand your books out, why not hold an online event linked to that book?

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.
- 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