World Book Night
23 April

Organisations Toolkit

- Get involved in World Book Night
- The booklist
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- How to celebrate
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 organisation or workplace.

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.
It is so important in this day and age that people are encouraged to read more (more than just phrases and sound bytes of social media). It’s important for imagination and social and contextual understanding of the wider world.

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
- Many companies will match a donation that their employee makes or collects, so if you raise £100, it may turn into £200! Contact your HR department to find out if your company offers this
- If you’re part of a reading group, you could borrow one month’s books from the library, and each donate what you would have spent on the books to World Book Night

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

“All these wonderful books meant that we were able to give a brand new book to each client, some of whom had never owned a new book before.”

Mental Health Practitioner, Yorkshire, 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.

Donate books

On 23 April, we'll be handing out thousands of books to people through organisations across the country, encouraging and inspiring them to read. Why not join us? There are so many ways that you can donate books to others, whether on your own or with friends.

Sort through your own books. If there are any that you don’t want to keep, pass them onto others, or donate them to a charity shop

Hold a book swap. Everyone can bring along either their own books to give away, or a book they’ve bought to pass onto someone else

Give a book to a stranger. Hand a book out to someone you pass on the street, or leave a book on a bus, train or in a public place. Leave a note with it to explain that it’s a free gift for them, and if they enjoy it they can also leave it for someone else after
Hold a party

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

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 a 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 books!

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
Drop Everything And Read

Reading has huge benefits for health and wellbeing, with studies showing that adults who read for just 30 minutes a week are 20% more likely to report great life satisfaction. Why not introduce DEAR (Drop Everything and Read) to your organisation or workplace? Set aside 30 minutes each week for everyone to spend reading, or place books in a lunch or break room to encourage your colleagues to read during their lunch break.

"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."