Activity 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 with family or friends.

◉ 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

“Reading is so important to my mental health; getting lost in the pages of a book at the end of a long day really helps calm me down and clear my mind.”

Tufayel Ahmed, World Book Night 2023 author
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 attends 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 thereadingagency.enthuse.com

"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
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. You could even make this a company-wide activity.

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.

“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
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.

- **Set up a bookswap or little library in your organisation.** Bookswaps and little libraries have been popping up everywhere over the past year! Place your old books in a box outside your house or building with a sign inviting people to take one to read, or to bring their own books to share.

"I hadn’t read for years due to study, some at a drawing class introduce me to World Book Night [...] I now read around 65 books a year and run my own book club [...] World Book Night has made a huge difference in my life and I am forever grateful."

World Book Night 2022 participant
Hold a virtual 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! 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
- Create literary-inspired food and drinks
- 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

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