



CAMPAIGN TOOLKIT



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How to Use This Toolkit

This guide is designed to be user-friendly and easy to navigate. It contains a wealth of information, presented in bitesize chunks. Each section outlines a specific strategy you can deploy within your organization. Here's how to get the most out of this guide:

1

Step-by-Step Instructions

We have laid out the information step by step to help you understand and implement the strategies easily. Follow the steps as outlined to achieve the best results.

2

Flexible Usage

This toolkit is versatile – you can choose to use individual sections or the entire guide, depending on your needs. Each part is standalone and can be used independently or in conjunction with other sections.

3

Organizational Deployment

Feel free to integrate this guide into your organization in a way that makes the most sense for you. Whether it's sharing with your team, incorporating it into your workflows, or using it as a reference, the guide is adaptable to various contexts.

Remember, this toolkit is here to support you. Use it in a way that best fits your organization's goals and processes.

Campaign Facts



Campaign Name: DE Reads (Delaware Reads)

Objective: Literacy awareness and promotion.

Target Audience: All Delaware residents.

Duration: The DE Reads campaign will run from September 1st to September 30th, aligning with Literacy Month

Platforms: Various social media platforms including Facebook, Twitter, Instagram, and LinkedIn, TV, Newsletters, Press Releases.

Partnerships: DE Reads is proud to collaborate with all Delaware Literacy Alliance Members/Partners.

Call to Action: Invite everyone to participate in DE Reads by snapping a photo of themselves reading their favorite book in their favorite reading spot. Whether it's at home, in the park, or at a local cafe, show us where, how, and when you enjoy reading! Share your photos on social media using the hashtag #DEReads.



Purpose

Building a Culture of Reading Across Generations

The Delaware Reads campaign is a multifaceted initiative designed to bolster literacy across the state, with a focus on raising awareness about the importance of reading from early childhood through adulthood and into older age. At its heart, the campaign aims to enrich the lives of Delawareans by fostering a culture of reading that spans generations—within classrooms, homes, workplaces, and communities.

Literacy: A Lifelong Right, Not a Privilege

This campaign recognizes that literacy is foundational to nearly every aspect of life—from academic achievement and professional opportunities to health, civic engagement, and personal empowerment.

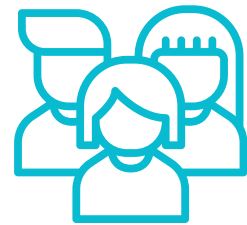
Yet, for many adults, struggling with literacy is a silent challenge. Delaware Reads seeks not only to promote reading as a lifelong habit but also to reduce the stigma surrounding low literacy by fostering empathy, awareness, and understanding. By lifting the shame often associated with adult literacy gaps, we can encourage more individuals to seek support and take pride in their progress.

Intergenerational Impact and Community Engagement

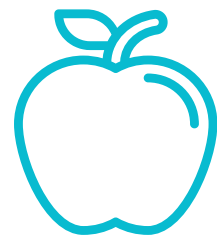
Delaware Reads emphasizes the power of intergenerational literacy—recognizing that when adults engage in reading, they model powerful habits for children and influence the reading culture of entire families. From grandparents reading to toddlers, to parents improving their skills alongside their children, literacy can become a shared journey that strengthens bonds and uplifts communities.

The campaign is deeply collaborative, amplified through partnerships with organizations and individuals like you. One of its key strategies is to engage directly with Delawareans by encouraging them to share their reading experiences on social media. This not only builds visibility for the campaign but also creates a vibrant community of readers who celebrate stories, learning, and growth—at every age and every stage. Through these collective efforts, Delaware Reads seeks to create a more literate, inclusive, and connected Delaware.

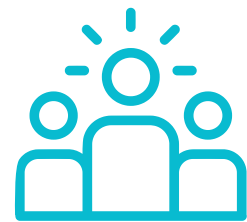
Target Audience



**Parents, Caregivers, Adults,
Children & Teens**



**Librarians, Educators & School
Administrators**



**Community Leaders, Local Businesses,
Volunteers & Literacy Advocates**



Policy Makers & Government Officials



Facts & Statistics

Approximately **130 million** adults in the U.S. lack basic literacy proficiency.

In Delaware, **20.3%** of adults have low literacy skills.

Around **129,649** adults in Delaware read below a third-grade level.

Only **35%** of Delaware's third graders read at grade level in 2021.

During the 2021-2022 school year, just **42%** of Delaware students were proficient in language arts.

Low literacy costs our state millions in tax revenue.

Funding Gaps: Literacy programs in Delaware are underfunded and rely heavily on grants and donations.

Access to Resources: There is a significant need for more accessible and diverse literacy resources, particularly in underserved communities.

Teacher Training: Adequate training and professional development for educators are essential to address literacy challenges effectively.

Adults with low literacy skills have **twice the unemployment rate** as their literate peers.

Our country's economy **loses \$225 billion** yearly due to limited literacy.

Social Media



How to Access and Share Our Social Media Posts

1

Click the Link: [DE Reads Social Media](#)

2

Download the Posts: You will be directed to our library of social media posts. Please download the posts you would like to share on your social media channels.

3

Pair with Custom Messaging: These posts are designed to be paired with the pre-crafted and customizable social media messages available on the following page.

Social Media Messaging

Show us your reading moments! Post a picture of yourself reading and use the hashtag #DEReads. Let's inspire Delaware to dive into a good book together!

Approximately 130 million adults in the U.S. lack basic literacy proficiency. Together, we can make a difference.
#DEReads #LiteracyMatters

Did you know that 20.3% of adults in Delaware have low literacy skills? Let's work together to improve literacy in our state. #DEReads

Around 129,649 adults in Delaware read below a third-grade level. Join us in our mission to provide better literacy resources. #DEReadsnue.

In 2021, only 35% of Delaware's third graders read at grade level. Early literacy is crucial for future success.
#DEReads #EarlyLiteracy

During the 2021-2022 school year, just 42% of Delaware students were proficient in language arts. Let's change this statistic! #DEReads

Literacy programs in Delaware are underfunded and rely heavily on grants and donations. Support literacy today!
#DEReads

Low literacy costs Delaware millions in tax revenue, and adults with low literacy skills have twice the unemployment rate. Let's invest in literacy for a brighter future!
#DEReads

Celebrate Literacy Month With Us!

Join the movement and help spotlight the power of reading in our communities! ***Share a photo of:***



**The Book You're
Currently Reading**



**Your Favorite
Reading Spot**



**A Meaningful
Reading Moment**

Post during Literacy Month and don't forget to tag **#DEReads** and **#LiteracyMatters**. Let's flood our feeds with stories that inspire. Every post helps spread the word—reading changes lives!



Partner Logos

We encourage you to use the member and partner badges below to represent your support and partnership of the Delaware Literacy Alliance. You can add these to social media posts, email messages, signatures, and more!



Video Guidelines for Partners

1. Introduction:

- Introduce yourself and your organization (if applicable).
- Share your role or interest in promoting literacy.
- Mention why literacy is important to you or your community.

2. Content:

- Share a personal story or experience related to literacy.
- This could be about your own learning journey, how reading impacted someone's life, or how improved literacy helped in education, employment, parenting, or health.
- Highlight how literacy shows up in everyday life—whether it's reading to children, navigating job applications, understanding digital content, or communicating effectively.
- Encourage the public to get involved in Literacy Month celebrations or share their own literacy stories.
 - Feel free to include a powerful fact or statistic to underscore the importance of literacy.

3. Call to Action:

- Invite viewers to visit our website at delawareliteracyalliance.org
- Encourage others to share their own stories on social media using the hashtag #DEReads.
- Urge individuals and organizations to join the movement and support literacy in Delaware.

4. Technical Details:

- Record in a quiet space with good lighting and clear audio.
- Keep your video between 60–90 seconds.
- Hold your phone or camera in horizontal (landscape) orientation.
- Speak clearly and from the heart—no need for a script, just be yourself!

5. Submission:

- Save your video or photo in a standard format (e.g., MP4, MOV, JPEG, PNG).
- Or go to delawareliteracyalliance.org/tell-your-story and submit your video or photo to be featured on our website

Thank you for being a Literacy Champion and helping us build a stronger, more literate Delaware, one story at a time.

Video Tips for Community Members



Thank you for being a Literacy Champion and helping us shine a light on the importance of literacy. Together, we can raise awareness, promote solutions, and create lasting impact for all Delawareans.

1. Tips for Recording

- Pick a quiet place with good light.
- Record sideways (landscape style).
- Keep it short—about 60 to 90 seconds.
- Just speak from the heart—no need to read from paper!

2. Start With an Introduction:

- Say your name.
- Tell us why reading and writing (literacy) is important to you.
- You can talk about your job, your family, or your own learning.

3. Tell a Short Story

- Share a personal story about reading or writing.
- Maybe it's about how you learned to read, or how someone you know improved their reading or job skills.
- Talk about how reading helps people every day.
- Like reading to kids, filling out a job form, using a phone or computer, paying bills, or going to the doctor.
- You can include a fact, like:
 - "Did you know that 1 in 5 adults in Delaware has trouble with basic reading?"

4. How to Share Your Video

- Save your video or photo in a standard format (e.g., MP4, MOV, JPEG, PNG).
- Or go to delawareliteracyalliance.org/tell-your-story and submit your video or photo to be featured on our website

Activity Ideas for Literacy Month

For Childcare Centers & Early Learning Providers

- *Read-Aloud Week*: Invite guest readers (parents, community leaders, authors) to read books aloud.
- *Book Character Dress-Up Day*: Kids and teachers dress as their favorite book characters.
- *Family Literacy Night*: Host an after-hours event with storytime, book giveaways, and literacy games.

For Families

- *Home Reading Corners*: Encourage families to set up a special reading nook at home.
- *Library Adventures*: Visit local libraries and get new library cards together.



For Schools (k-12)

- *Reading Challenges*: Set reading goals by class or grade and celebrate with a prize or event.
- *Book Swap*: Students bring gently used books and trade them with peers.
- *Literacy Career Day*: Invite journalists, authors, or librarians to speak about their careers.

For Faith Based Organizations

- *"Literacy Sunday" or "Literacy Sabbath"*: Incorporate a message about the power of reading into services.
- *Children's Book Drive*: Collect and distribute books to families in need.
- *Intergenerational Reading*: Pair elders with children to share stories or read together.

For Community Organizations

- *Story Walks*: Post pages of a children's book along a walking path or hallway.
- *Literacy Scavenger Hunt*: Activities that promote finding words, letters, or signs around the center.
- *Poetry Jam/Open Mic Night*: Let youth share original writing or favorite poems.

For Businesses & Employers

- *Book Drive at the Office*: Set up a donation box and encourage staff to contribute.
- *"Read at Work" Challenge*: Promote reading breaks and offer incentives for participation.
- *Partner with Local Schools*: Sponsor a reading contest or donate books or funds.

Newsletter Email Template



Title: *Delaware Reads: Transforming Lives Through Literacy*

Spearheaded by the Delaware Literacy Alliance, the Delaware Reads campaign is a multifaceted effort designed to boost literacy across the state. It focuses on the importance of reading from early childhood through all stages of life. The heart of this campaign is to enrich the lives of Delaware's residents by fostering a culture of reading that goes beyond the classroom and into homes and communities.

The DE Reads campaign recognizes that literacy is crucial for daily activities and essential for success in nearly all aspects of life—from academic achievement and professional growth to personal development and active citizenship. By raising awareness and promoting reading as a lifelong habit, Delaware Reads aims to inspire individuals and communities to embrace and prioritize reading.

As members and partners of the Delaware Literacy Alliance, we are proud to support this collaborative effort. Together, we are joining forces to promote and sustain the campaign. We believe that reading is a foundational skill that transforms lives, and we are committed to making Delaware a more informed, empowered, and connected community.

Our organization, *(Enter Your Organization's Name Here)*, is dedicated to encouraging reading at all ages, helping to build a stronger, more literate Delaware. We are excited to join this movement by sharing our love of reading and spreading the message that literacy is a lifelong journey.

Through this campaign, we aim to create a brighter future where everyone can experience the joy and benefits of reading. We invite all our partners and community members to join us in this important mission. Together, we can make a significant impact, fostering a state where reading is valued, celebrated, and accessible to all. Let's come together to transform lives through the power of reading with Delaware Reads.

To join the Delaware Literacy Alliance and be a part of this transformative campaign, please visit www.delawareliteracyalliance.org. Your participation will help us continue to promote literacy and make a positive impact in our communities.

Pitch Email Template



Subject: *Join Us in Promoting Literacy: Partner with the Delaware Reads Campaign!*

Dear (Recipient's Name),

We hope this message finds you well. As a member of the Delaware Literacy Alliance, representing a diverse group of organizations committed to improving literacy, we are excited to invite you to join us in an impactful new initiative, the Delaware Reads Campaign, launching this September. The Delaware Reads Campaign is a state-wide effort aimed at promoting literacy and fostering a love of reading throughout Delaware. Literacy is a foundational skill that empowers individuals and strengthens communities, and we are committed to making reading accessible and engaging for everyone. We are reaching out to organizations like yours to join us in this important endeavor. As a partner, you will have the opportunity to:

- Access **Comprehensive Toolkit**: Utilize our toolkit, which includes social media posts, key messaging, templates, videos, and other resources designed to maximize your impact.
- Collaborate on Events and Activities: Help us organize and host events that encourage reading and literacy within our communities. Add your event [here!](#)
- Share on Social Media: Encourage community engagement through social media, inviting consumers to share their reading experiences and stories. Read more and [download the social media toolkit here!](#) Connect with us on socials:
 - Facebook: @DelawareLiteracyAlliance | LinkedIn: delaware-literacy-alliance

Your partnership will be crucial to the success of this campaign. Together, we can create a vibrant, literate community where everyone has the opportunity to thrive. We would love to discuss this opportunity further and explore how we can work together. Thank you for considering this partnership. We look forward to the possibility of working together to make Delaware Reads a resounding success.

Warm regards,

(Your Name)

(Your Title) | (Your Organization's Name)

Delaware Literacy Alliance

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