



## Tips on Motivating Families to Attend Your Family Reading Week Event

- Personalize the invitations to families. Let them know you have planned a special event just for them.
- Make your event as comfortable and welcoming as possible. Offer food, door prizes, and something fun for families whenever possible. If you are offering any of those things, be sure to promote them!
- Work with a community partner to involve them in inviting families to attend. See if your partner can also attend. If possible, survey parents or at least ask partners to find best times and dates.
- Make sure you give families plenty of advance notice and put it on every calendar possible. If you have an outreach partner, put it on their family correspondence as well.
- Costumed book characters seem to always be a big draw for families.
- Put reminders in the school newsletter and at least one other postcard, invite, or flyer.
- If you can, set your date as far in advance as possible.
- Put a sign on your partner's door the week of your event.
- Offer to take family photos during your event. It's a great keepsake that will make their library memory even happier.
- If there's any way to involve the kids, that works well -- from displaying their artwork in the library to involving them in a group activity that you can highlight during your event.
- A Book Walk (just like a "cake walk" only with books) has been a very popular activity during Family Reading Week events.
- After your event, thank your partner for their support and think about following up with a thank you to families and an invite to participate in other library programs or services.

