

new worlds reading



District Marketing Toolkit

This marketing toolkit is designed for district staff to use with both school leaders and directly with eligible families. Please refer to the [School Marketing Toolkit](#) for appropriate messaging and materials for schools to use directly with eligible families.

Questions?

Visit our [Frequently Asked Questions](#) page
or email new.worlds@coe.ufl.edu.

What You Will Find in this Toolkit

<u>Talking Points for Districts</u>	3
<u>Sample Messaging</u>	5
Email From Districts to Schools/Principals	6
Email From Districts to Eligible Families	8
<u>Take-Home Flyer</u>	12
<u>Recorded Phone Call Script</u>	13
<u>Social Media Resources</u>	15
Social Media Handles	16
Hashtags for Social Media Posts	16
Sample Social Media Posts	17
<u>Visual Assets</u>	23
Logos	24
QR Code	24
Images	25
Social Graphics	26

Talking Points for District Leaders with School Leaders/Teachers and Peers

These talking points provide a snapshot of New Worlds Reading and can be used for conversations with school leaders and teachers in your district to help them better understand how this program seeks to come alongside them to support students.

- Florida’s free reading program is open for applications! New Worlds Reading mails eligible students 9 free books and reading activities each school year through fifth grade to strengthen literacy skills, build reading confidence, and foster a lifelong love of reading.
 - New Worlds Reading was created in June 2021 by the Florida legislature, receiving bipartisan support.
 - The UF Lastinger Center for Learning is the state-appointed administrator of the program. In turn, the UF Lastinger Center selected Scholastic to procure and distribute the books.
 - Books are selected in collaboration with the Florida Department of Education and are available in English, Spanish, Haitian Creole, and braille.
- More than 960,000 Florida children are eligible to receive free books and activities from New Worlds Reading.
- To be eligible, a child must be in VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy or in K-5th grade and not yet reading on grade level in a public or charter school.
 - Standardized test scores and/or a teacher assessment can help determine students’ eligibility.
 - **VPK is eligible if:** scoring below the 40th percentile on FAST Star Early Literacy/Reading.
 - **Kindergarten – Grade 2 are eligible if:** scoring below the 40th percentile on FAST Star Early Literacy/Reading or receiving Tier 2 or

Tier 3 Reading Intervention Support (as reported by districts in Survey 2 and Survey 3).

- **Grades 3 – 5 are eligible if:** scoring below Level 3 on FAST assessments or receiving Tier 2 or Tier 3 Reading Intervention Support (as reported by districts in Survey 2 and Survey 3).
- Here are the key facts:
 - Once enrolled, eligible students automatically remain in the program until they graduate fifth grade, even if their reading scores improve!
 - Enrolled students receive 9 high-quality books each year through fifth grade, with the potential to receive up to 63 free books if they enroll starting in VPK!
 - Families can select materials in English, Spanish, Haitian Creole or braille.
 - New Worlds Reading also provides literacy resources and activities for families and caregivers to participate in reading with children and also helps to strengthen language interactions and conversation skills. It's about increasing the quantity and quality of language interaction.
 - Each year, families and students can select the books students want to read. Whether it's delivering tried-and-true classics to students before they read them in the classroom or supplementing existing reading guides with new favorites, you can expect each enrolled student to receive a monthly book delivery that's curated to them.
 - New Worlds Reading delivers an interesting, diverse list of authors and genres to keep students engaged.

Sample Messaging

The below email templates, flyers, and phone templates serve as example messages that can be shared with schools at large or tailored to principals and teachers, letting them know about the benefits of New Worlds Reading and making it easy to encourage student applications.

From Districts to Schools

Sample Email Copy (1)

Hello [NAME],

Our district is partnering with New Worlds Reading, Florida's free book delivery and literacy program. Through New Worlds Reading:

- Enrolled students will **receive 9 free books each school year through fifth grade in English, Spanish, Haitian Creole or braille!**
- **Children can choose the books they receive** to help them build personalized at-home libraries and foster a love of reading.
- Books also come with **literacy resources and activities for families and caregivers** to engage with their children about reading to strengthen children's literacy skills and reading confidence.

Books are selected in collaboration with the Florida Department of Education and are available in English, Spanish, Haitian Creole or braille.

Applications are open now and only take a few minutes! Please take advantage of the [School Marketing Toolkit](#) for messaging and materials to share the program with your eligible students and families to provide them with free at-home reading support! The program has also sent flyers to your schools; please distribute the flyers. If you have not received flyers, please email new.worlds@coe.ufl.edu.

To be eligible, a child must be in VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy or in K-5th grade and not yet reading on grade level in a public or charter school. For more information, visit newworldsreading.com.

Thank you for your continued partnership.

Sample Email Copy (2)

Dear Principals,

I'd like to inform you about Florida's FREE at-home literacy and book delivery program, New Worlds Reading. Eligible children in VPK through fifth grade can receive 9 free books and activities each school year to help strengthen literacy skills and spark excitement about reading. Once enrolled, eligible students will automatically receive these free books and activities through fifth grade, even if their reading scores improve.

In our district, we have an estimated [XX] eligible students, and I'm asking for your help to encourage families to apply. Here are 3 things you can do today:

- Ensure New Worlds Reading flyers go home to eligible students. If your school has not received flyers, please email new.worlds@coe.ufl.edu
- Share about #NewWorldsReading on your school's social media channels
- Introduce the program at staff meetings, parent teacher conferences, and back-to-school nights using info from our marketing toolkits.

New Worlds Reading is administered by the University of Florida Lastinger Center for Learning, which has selected Scholastic as a partner. Books are selected in collaboration with the Florida Department of Education and are available in English, Spanish, Haitian Creole or braille.

This is an incredible opportunity to help our students build home libraries and foster a love for reading. You can find resources on how schools can generate awareness about the program [here](#), which includes flyers, talking points to use with parents/caregivers, and shareable social assets.

Please feel free to reach out to me with any questions. Additionally, you can email the program directly at new.worlds@coe.ufl.edu. Thank you for your continued partnership.

From Districts to Eligible Families

Sample Copy (1) in English, Spanish and Haitian Creole

English:

Hello [NAME],

Do you want to help your child both learn and love to read while building a FREE collection of books at home? New Worlds Reading is Florida's free reading program that mails eligible children a free book each month during the school year, along with resources and activities for families to use together to help students strengthen their literacy skills.

To be eligible, a child must be in VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy or in K-5th grade and not yet reading on grade level in a public or charter school. Once enrolled, eligible students automatically remain in the program through fifth grade, even if their reading scores improve.

Learn more or apply at newworldsreading.com.

Spanish:

Hola [NAME],

¿Quiere ayudar a su niño/a a aprender y a desarrollar el amor por la lectura al tiempo que crea una colección de libros GRATIS en su casa? New Worlds Reading es el programa gratuito de Florida que envía por correo a los niños elegibles un libro gratis cada mes durante el año escolar. Se incluyen además recursos y actividades para que las familias las usen juntas para ayudar a los estudiantes a fortalecer sus habilidades de lectoescritura.

Para ser eligible, el niño deberá estar en VPK (programa de prekindergarten voluntario) y no cumplir todavía con los estándares apropiados para su edad según la evaluación FAST Star Early Literacy, o estar en kindergarten al 5.º grado en una escuela pública o chárter y no leer todavía al nivel de su grado. Una vez inscritos, los estudiantes elegibles permanecen automáticamente en el programa hasta el quinto grado, incluso si sus calificaciones en lectura mejoran.

Obtén más información o inscribirse en newworldsreading.com.

Haitian Creole:

Bonjou [NAME],

Èske ou vle ede pitit ou a, oswa timoun ou responsab la, aprann li e anmenmtan renmen lekti, pandan l ap kreye yon koleksyon liv GRATIS lakay li? New Worlds Reading se yon pwogram gratis Eta Florid la ki voye yon liv gratis, chak mwa pa lapòs, pou timoun ki elijib, pandan tout ane eskolè a. New Worlds Reading voye liv sa yo ansanm ak resous ak aktivite, pou fanmi yo itilize ak timoun yo, yon fason pou ede elèv yo ranfòse ladrès yo nan lekti ak ekriti.

Pou yon timoun elijib, fò li nan VPK (pwogram matènèl volontè), e fò li poko gen ladrès nan lekti ki koresponn ak laj li, dapre tès FAST Star Early Literacy a; oubyen fò li nan youn nan klas sa yo: soti nan klas matènèl rive nan 5yèm ane, nan yon lekòl leta oswa yon lekòl charter, epitou fò li poko gen ladrès nan lekti nan nivo klas li. Yon fwa elèv ki elijib yo enskri nan pwogram la, enskripsyon yo ap renouvle otomatikman jis nan 5yèm ane, menmsi nòt yo nan lekti amelyore.

Pou plis enfòmasyon, vizite: newworldsreading.com.

Sample Copy (2) in English, Spanish and Haitian Creole

English:

Your child is eligible to participate in New Worlds Reading, Florida's FREE literacy and book delivery program! Eligible children who need extra support in reading can receive 9 free books and reading activities in the mail each school year through fifth grade, even if their reading scores improve. Each year, you can select which books you want to receive to grow your child's personalized home library based on their interests. Books are selected in collaboration with the Florida Department of Education and are available in English, Spanish, Haitian Creole and braille.

To be eligible, a child must be in VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy or in K-5th grade and not yet reading on grade level in a public or charter school.

Learn more or apply at newworldsreading.com.

Spanish:

Su hijo es elegible para participar en New Worlds Reading, ¡el programa de entrega de libros GRATUITO de Florida! Los niños elegibles reciben por correo un libro gratis y actividades de lectura todos los meses durante el año escolar hasta que se gradúen del quinto grado, incluso si sus calificaciones de lectura mejoran. Cada año, y con base en los intereses de su niño/a, puede seleccionar qué libros desea recibir para expandir la colección de libros de la biblioteca casera personalizada de su niño/a. Los libros se seleccionan en colaboración con el Departamento de Educación de Florida y están disponibles en inglés, español, criollo haitiano y braille.

Para ser elegible, el niño deberá estar en VPK (programa de prekindergarten voluntario) y no cumplir todavía con los estándares apropiados para su edad según la evaluación FAST Star Early Literacy, o estar en kindergarten al 5.º grado en una escuela pública o chárter y no leer todavía al nivel de su grado.

Obtén más información o inscribirse en newworldsreading.com.

Haitian Creole:

Pitit ou a, oswa timoun ou responsab la, elijib pou li patisipe nan pwogram New World Reading Eta Florid la, ki se yon pwogram livrezon liv GRATIS adomisil! Timoun ki elijib yo ap resevwa, chak mwa pa lapòs, yon liv gratis ansanm ak aktivite, pandan tout ane eskolè a, jis lè yo rive nan 5yèm ane epi yo fè gradyasyon yo; e sa, se menmsi nòt yo nan lekti amelyore. Chak ane, ou ka seleksyone liv ou vle reseva yo, yon fason pou timoun nan anrichi pwòp bibliyotèk pa l, lakay li, selon sa ki enterese l. Seleksyon liv yo fèt an kolaborasyon avèk Florida Department of Education (Depatman Edikasyon Eta Florid la), e yo disponib nan lang Anglè, Panyòl, Kreyòl Aysyen ak Bray.

Pou yon timoun elijib, fò li nan VPK (pwogram matènèl volontè), e fò li poko gen ladrès nan lekti ki koresponn ak laj li, dapre tès FAST Star Early Literacy a; oubyen fò li nan youn nan klas sa yo: soti nan klas matènèl rive nan 5yèm ane, nan yon lekòl leta oswa yon lekòl charter, epitou fò li poko gen ladrès nan lekti nan nivo klas li.

Pou plis enfòmasyon, vizite: newworldsreading.com.

Take-Home Flyer

Please see [here](#) for instructions to use the attached flyer for school leaders and teachers to share with eligible students and families, featuring a QR code for parents and caregivers to easily apply for their child on the New Worlds Reading website.

Flyers are available in [English](#), [Spanish](#) and [Haitian Creole](#). Screenshots below for reference:



Recorded Phone Call Script

To be used with ELIGIBLE families

English:

Hello, this is (_____), Superintendent of _____. Our schools have partnered with New Worlds Reading, Florida’s free program for eligible VPK through fifth graders who need extra support in reading and developing literacy skills. New Worlds Reading mails eligible students 9 FREE books and reading activities each school year through fifth grade to strengthen literacy skills and foster a lifelong love of reading. Plus, eligible kids stay in the program even if their reading scores improve! To be eligible, a child must be in a Florida VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy or in K-5th grade and not yet reading on grade level in a Florida public or charter school. Visit newworldsreading.com to apply today.

Spanish:

Hola, le habla (_____), Superintendente de _____. Nuestras escuelas se han aliado con New Worlds Reading, el programa gratuito de Florida para estudiantes elegibles, que están en el programa de prekínder voluntario (VPK) al quinto grado y necesitan apoyo adicional en lectura. Cada mes durante el año escolar, New Worlds Reading envía por correo a los estudiantes elegibles un libro y actividades de lectura GRATIS para ayudar a fortalecer sus habilidades de lectoescritura y fomentar el amor de por vida por la lectura. Para ser elegible, el niño deberá estar en VPK (programa de prekindergarten voluntario) y no cumplir todavía con los estándares apropiados para su edad según la evaluación FAST Star Early Literacy, o estar en kindergarten al 5.º grado en una escuela pública o chárter y no leer todavía al nivel de su grado. Visite newworldsreading.com hoy mismo para inscribirse.

Haitian Creole:

Bonjou, mwen se (_____), Sipèentandan nan _____. Lekòl nou yo tabli yon patenarya avèk New Worlds Reading, ki se yon pwogram gratis Eta Florid la ofri pou elèv elijib ki nan klas ki soti nan VPK pou rive nan 5yèm ane, e ki bezwen plis èd nan lekti. New Worlds Reading voye, chak mwa lapòs, yon liv ansanm ak aktivite GRATIS,

pou timoun ki elijib, pandan tout ane eskolè a, pou ranfòse ladrès yo nan lekti ak ekriti e pou ankouraje yo devlope yon pasyon dirab pou lekti. Pou yon timoun elijib, fò li nan VPK (pwogram matènèl volontè), e fò li poko gen ladrès nan lekti ki koresponn ak laj li, dapre tèst FAST Star Early Literacy a; oubyen fò li nan youn nan klas sa yo: soti nan klas matènèl rive nan 5yèm ane, nan yon lekòl leta oswa yon lekòl charter, epitou fò li poko gen ladrès nan lekti nan nivo klas li. Pou w ka aplike pou pwogram la depi jodi a, vizite: newworldsreading.com

Social Media Resources

Social media is key to bringing awareness to our program and efforts and we want you to be part of it. Below, we have provided a road map to our social channels. This section contains everything you need to help us promote New Worlds Reading on your social media.

Social Media Handles

Please follow us at the handles below so you don't miss any of our updates. Additionally, please tag us when you promote New Worlds Reading on social media and encourage your enrolled families to do the same when they receive their books, when they read program books with their children and when they utilize the literacy resources. We'd love to spread the love and engage with your posts.

- Facebook: [@NewWorldsReading](#)
- Twitter: [@NewWorldsFL](#)
- Instagram: [@NewWorldsReading](#)
- LinkedIn: [New Worlds Reading Initiative](#)

Note: These are the official and only handles for our program on these channels.

Hashtags for Social Media Posts

Note: Per social best practices, only use hashtags on Instagram, Twitter and LinkedIn for discoverability and aesthetic purposes. Additionally, when using hashtags with multiple words, capitalize the first letter of each new word (demonstrated below).

Please prioritize #NewWorldsReading and consider incorporating other conversational hashtags (#reading, #book, #literacy) as appropriate.

Sample Social Media Posts

In addition to crafting your own organic posts (sample copy can be found below), we encourage and welcome sharing our posts across your social channels where applicable.

Please note that the posts below are written primarily for Facebook. To modify for Instagram, direct people to the website without using the link, as it will not be clickable.

Sample Post 1:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

Have you heard? New Worlds Reading is the first-of-its-kind state program that helps eligible Florida students in VPK through fifth grade grow their home libraries and encourage a love of reading with monthly deliveries of free books and activities. Want to know how your school can get involved? Learn more: newworldsreading.com

Image recommendation: Use a stock photo of a child reading with parents or photo captured as part of the creative campaign with updated logo or link preview image from website for Facebook.

[Image link](#)

Image preview (only for visual purposes; use link above to download hi-res asset).



Sample Post 2:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

Teachers – you may have students who are eligible to receive free books and reading activities through New Worlds Reading. New World Reading is Florida’s free home reading program designed to help students who are not yet meeting grade level

expectations strengthen their literacy skills, build reading confidence and foster a lifelong love of reading. Learn more: newworldsreading.com

Image recommendation: Use stock photo of a child reading with parents or a photo captured as part of the creative campaign with updated logo or link preview image from website for Facebook.

[Image link](#)

Image preview (only for visual purposes; use link above to download hi-res asset).



Sample Post 3:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

We are proud to support New Worlds Reading, Florida's free program that helps young children discover the power of their imaginations through a love of reading. Your child may be eligible to receive free books and reading activities each month of the school year through fifth grade. See if your child qualifies at: newworldsreading.com

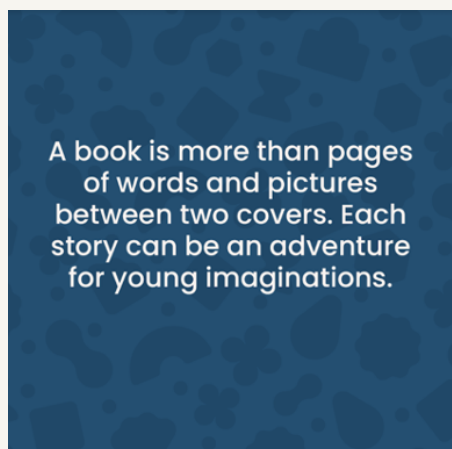
Sample Post 4:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

Books play an important role in encouraging a child's curiosity, and kids who start reading from an early age find joy in a lifelong love of learning. Eligible Florida students in VPK through fifth grade can receive monthly free books and reading activities during the school year from New Worlds Reading. Learn more or apply at newworldsreading.com.

[Image link](#)

Image preview (only for visual purposes; use link above to download hi-res asset).



Sample Post 5:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

Get to know some of the books available for free through New Worlds Reading. Want to read more? Visit their website to find out how eligible Florida kids in VPK through fifth grade can receive free books and reading activities each school year through fifth grade to help strengthen reading skills: newworldsreading.com

[Image Link](#)

Image preview (only for visual purposes; use link above to download hi-res assets).



Sample Post 6:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

Help build your child's reading confidence with free books and activities like these through the school year from Florida's free literacy program, New Worlds Reading. To be eligible, a child must be in VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy or in K-5th grade and not yet reading on grade level in a public or charter school. To see if your child is eligible and learn more, visit: newworldsreading.com

Sample Post 7:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

New Worlds Reading has a great selection of free books for young readers, along with reading activities to strengthen literacy skills and build reading confidence. Learn more about Florida's free reading program and see if your child qualifies to receive monthly free books and activities through fifth grade, visit newworldsreading.com.

Sample Post 8:

Ideal for use on Facebook. For use on Instagram, remove the link, as it will not work.

Reading empowers children's imaginations. New Worlds Reading mails eligible Florida children free books and activities each school year from VPK through fifth grade. See if your child is eligible at newworldsreading.com.

Visual Assets

New Worlds Reading logos, QR codes, photos and graphics for materials that share information about the program.

Logos

[Link to download](#)



UNIVERSITY OF FLORIDA
LASTINGER CENTER
& SCHOLASTIC



QR Code

[Link to application](#)

[Link to download](#)



Images

In this section, you will find images for social media on personal, school or district channels, email communications, PowerPoint presentations or any other materials mentioning New Worlds Reading to the school's external audiences.

While we have provided some sample images, we encourage you to use assets you already own, provided proper consent has been obtained from students, parents and guardians. Below are some guidelines for the types of photos you could use to spread the world about New Worlds Reading:

- Children should be VPK or elementary aged (K-5)
- Children can be reading with an adult (parent, guardian and/or teacher), in a group of children or by themselves
- Any books pictured must be age appropriate

Additionally, we encourage images that are inclusive in nature, featuring the full diversity of your student body with consideration to areas such as but not limited to gender, ethnicity and disabilities.

- **Images of students participating in New Worlds Reading** can be found [here](#)
- **Images from our Reading Shapes Passions Campaign** can be found [here](#)
- **Videos from our Reading Shapes Passions Campaign:**
 - [90-Second Video, all professions](#)
 - [30-Second Video, aerospace engineer](#)
 - [30-Second Video, author](#)
 - [30-Second Video, vet tech](#)
- **Library of stock images** can be found [here](#)

Social Graphics

New Worlds Reading also has graphics you are welcome to use. The program has four (4) main social graphics for your use across all social channels:

- **Book Promotion:** Reading themes, monthly title highlights and topical inspiration to showcase the program with relevant titles
- **Program Impact:** Family quotes and stories, spokesperson statements and partner features to show the positive impact we're having
- **Conversation Starters:** Education, motivation and support to build reading skills and nurture a love of reading with universal encouragement
- **Reading Makes You, You:** General promotional assets used to help drive applications and spread the word about the program

Some samples are available to download [here](#).

new worlds reading



Thank You!

For more information, please visit newworldsreading.com
or reach out to our team at new.worlds@coe.ufl.edu