



Spread the Word Toolkit





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INTRODUCTION & OVERVIEW

Reading Is Fundamental (RIF) and our partners invite you to rally with us to inspire our nation of young readers with our fifth year of Rally to Read 100, a six-month reading engagement initiative to drive reading frequency and motivation. Help us spread the word by posting on your social media accounts and encouraging your friends, family, and peers to rally with RIF.

Below is suggested messaging to promote Rally to Read 100 in social media, blogs, email, and school/classroom websites. Feel free to customize any of the copy below for your classroom or school. Images to accompany the recommended messages can be accessed at [Marketing Images](#).

Thank you for rallying with RIF to help engage your students in the fun and inspiration of reading and for joining RIF so we can support the next generation of children until every child reads!

Visit RallytoRead.org each month for more reading fun! For any questions, please contact JTaylor@RIF.org.



SOCIAL MEDIA LANGUAGE

(Posts for October 1, 2025 – March 31, 2026)

The easiest way to support Rally to Read is to share with others using your social media platforms. Below please find suggested messaging and images for use throughout the initiative.

Images for the [Social Media Posts](#) are provided in different sizes for X and Meta (Instagram, Threads, and Facebook). Included are general Rally to Read graphics as well as graphics for each month's themed featured read-alouds.

RIF Social Handles and Rally to Read Hashtags

Please feel free to customize your social media message with the appropriate RIF handle for each platform, inserting RIF's username where we've written @RIFWEB as a placeholder in the sample messages below. The posts below are written for X (formerly Twitter) and have a 280-character count.

Facebook: @ReadingIsFundamental

Instagram/Threads: @readingisfundamental

X: @RIFWEB

LinkedIn: @ReadingIsFundamental

Hashtags: #RallytoRead, #ChallengetoRead100, #ReadingIsFundamental,
#RIFRallytoRead, #RIF, #ReadwithRIF

General Message	I've joined @RIFWEB's national reading initiative #RallytoRead! Check out the monthly read-alouds with all-star authors and exciting FREE literacy resources! Join the fun and take the challenge to read today at RallytoRead.org! #RIF #RallytoRead#ReadingIsFundamental
Take the Challenge	Calling all kids who love to read! Take the challenge to read 100 books by the end of March! Join <<me/my classroom/my family>> - it's easy with @RIFWEB #RIFRallytoRead resources & monthly read-alouds from acclaimed authors. Be part of the fun today at RallytoRead.org! #RIF #ReadingIsFundamental

Monthly posts for each month of Rally to Read 100: Posts written for X using the @RIFWEB handle, plus the author handle (if available) for this platform and 280-character count

October 2025 Penguin Random House Featured Read-Aloud	This month, @RIFWEB celebrates COMMUNITY with #RallytoRead. Listen to Drew Daywalt read his new book, The Day the Crayons Made Friends. Duncan's crayons have disappeared again! This time they've gone out to make friends. Find this read-aloud and more reading fun at RallytoRead.org Instagram: @drewdaywalt Facebook: @PenguinRandomHouse Instagram/Threads: @penguinrandomhouse X: @penguinrandom
October 2025 Barnes and Noble Storytime Pick	Celebrate COMMUNITY with the October #BNStorytime Pick for @RIFWEB's #RallytoRead. Watch author @devinellekurtz read her book, The Bakery Dragon, about a shy dragon who discovers his spark for baking and shares treats to bring others joy. Watch the read-aloud at RallytoRead.org. Instagram: @devinellekurtz X: @devinellekurtz Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble
November 2025 Penguin Random House Featured Read-Aloud	Celebrate November's @RIFWEB's #RallytoRead theme, NATURE with Matthew Cordell reading his book, To See an Owl. This book shares the patience and wonder a young girl has in her determined quest to spot a wild owl. Watch the read-aloud at RallytoRead.org. #ReadingIsFundamental #RIF Instagram: @cordell_matthew Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
November 2025 Barnes and Noble Storytime Pick	November's @RIFWEB #RallytoRead theme is NATURE. Celebrate by watching the #BNStorytime Pick, Buffalo Fluffalo and Puffalo read by @bessbell. Buffalo Fluffalo has had enuffalo when his quiet prairie life is turned upside down by the arrival of his new sibling, Puffalo. Watch the read-aloud at RallytoRead.org. Instagram: @bessbellkalb X: bessbell Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble

December 2025 Penguin Random House Featured Read-Aloud	@RIFWEB shares the #RallytoRead December theme, CELEBRATION! Listen to acclaimed author Jan Brett read her book, The Nutcracker. This classic holiday tale comes to life with breathtaking illustrations and a fresh twist to enjoy the season. Watch the read-aloud at RallytoRead.org. Facebook: @byjanbrett Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
December 2025 Barnes and Noble Storytime Pick	Join @RIFWEB for the #BNStorytime Pick for #RallytoRead's December theme, CELEBRATION. Author @jesskulekjian reads aloud her new book, Yay! This uplifting story celebrates life's everyday wins - and reminds us that every effort matters! Watch the read-aloud at RallytoRead.org! Instagram: @jessicakulekjian X: @jesskulekjian Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble
January 2026 Penguin Random House Featured Read-Aloud	January's @RIFWEB #RallytoRead theme is WELLNESS with author Max Greenfield reading Good Night Thoughts. It's healthy to get a goodnight's sleep, but what happens when a whirlwind of thoughts race through your mind? Watch this hilariously relatable story now at RallytoRead.org. Instagram: @iammaxgreenfield Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
January 2026 Barnes and Noble Storytime Pick	@RIFWEB is happy to share January's #RallytoRead theme, WELLNESS! Celebrate with #BNStorytime Pick author, Jana Curll reading her book, My Path. A little snail learns to listen to its inner voice, ask for help, and stay true to its own way. Watch this read-aloud at RallytoRead.org. Instagram: @jana_curll Facebook: @Barnes & Noble Instagram/Threads: @barnesandnoble

February 2026 Penguin Random House Featured Read-Aloud	@RIFWEB's #RallytoRead theme in February is CHANGEMAKERS. Watch Daniel Bernstrom read <i>The Cookie Vote</i>, a fun story that turns election day into a sweet showdown between cake and cookies! Spark discussions about choices, voices, and votes. Watch the read-aloud at RallytoRead.org. Facebook: @Daniel Bernstrom Facebook: @PenguinRandomHouse Instagram/ Threads: @penguinrandomhouse X: @penguinrandom
February 2026 Barnes and Noble Storytime Pick	Join @RIFWEB for the #BNStorytime Pick for February's #RallytoRead theme, CHANGEMAKERS. Authors, Kelly Corrigan and Claire Corrigan Lichty read <i>Marianne the Maker</i> about a young inventor who turns everyday moments into creative adventures. Watch the read-aloud at RallytoRead.org. Instagram: @kellycorrigan Facebook: @Barnes & Noble Instagram/Threads: @barnesandnoble
March 2026 Penguin Random House Featured Read-Aloud	@RIFWEB's #RallytoRead theme in March celebrates IMAGINATION. Author, @deanrobbins reads aloud his book, <i>Margaret and the Moon</i>, the inspiring true story of Margaret Hamilton, the brilliant woman whose code helped land astronauts on the moon! Watch this read-aloud at RallytoRead.org. X: @deanrobbins Facebook: @PenguinRandomHouse Instagram/Threads: @penguinrandomhouse X: @penguinrandom
March 2026 Barnes and Noble Storytime Pick	The #BNStorytime Storytime Pick for @RIFWEB's #RallytoRead IMAGINATION theme is <i>The Day the Books Disappeared</i>. Authors Joanna Ho and Caroline Kusin Pritchard share how books fuel imagination and let you explore new places, stories, and more. Watch the read-aloud at RallytoRead.org. Facebooks: @Joanna Ho Instagram: @joannahowrites and @carolinepritchardwrites Facebook: @Barnes & Noble Instagram/ Threads: @barnesandnoble



BLOG AND EMAIL LANGUAGE

Our Classroom is Rallying to READ!

Greetings families! Reading is an important skill we practice with our students daily. To make reading fun, and build reading skills, we use different themes and activities to bring books to life. That's why we are participating in Reading Is Fundamental's (RIF) Rally to Read 100, a six-month reading engagement initiative.

To kick off Rally to Read 100, our class is taking the challenge to read 100 books by the end of National Reading Month in March. RIF is the nation's leading children's literacy organization, and we are thrilled that they are providing engaging reading resources and content to motivate our students to read and reach this goal. We will be using their monthly, themed read-alouds, puzzles, and activities on RallytoRead.org and we encourage our families to get involved at home too! Take the challenge along with us and extend the joy of reading at home, watch the read-aloud videos with your child, and there are even suggested family activities provided for each month's new theme. Ask your children what they are reading in school and explore different types of books at the library to see what sparks their interest. RallytoRead.org provides a recommended book list each month that is a great place to start. Join us and check out all the free reading resources and activities at RallytoRead.org

NEWSLETTER LANGUAGE

Join us as we Rally to Read 100 books by March 2026!

Our classroom is joining Reading Is Fundamental (RIF) to engage our students in an exciting reading initiative! As part of Rally to Read 100, we are taking the challenge to read 100 books between now and the end of National Reading Month on March 31, 2026. Join in the fun at home and online by visiting RallytoRead.org. Watch the video read-alouds from acclaimed authors, use the recommended book lists for each theme, and download fun, theme and book activities, puzzles, and more!