new worlds reading

School Marketing Toolkit

This toolkit contains resources to help raise awareness about New Worlds Reading with eligible families. 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 Florida public or charter school.

Questions?
Visit our Frequently Asked Questions page
or email new.worlds@coe.ufl.edu.

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Talking Points for Parent/Caregiver Conversations

The following talking points can be used in parent/teacher conferences, back-to-school nights or for any conversation (at student pick-up/drop-off, a school event or otherwise!) with parents/caregivers of students who are not yet reading on grade level.

- Your child is eligible for Florida's FREE at-home reading program that helps kids read on grade level!
    - New Worlds Reading delivers 9 free books and activities directly to your home each school year through fifth grade to strengthen literacy skills, build reading confidence and spark excitement around reading.
    - Books are available in English, Spanish, Haitian Creole, or braille.
    - You can choose what books your child will receive, tailoring the books to your child's interests. Kids get so excited to receive a special package addressed to them containing books they've chosen and are interested in; it really helps to generate that excitement about reading.
    - Plus, the deliveries come with activities and book guides that families can engage with together to help the child build their literacy skills to help them read on grade level.
    - 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).
  - [For school leaders]: If you have questions, or are not sure if a child is eligible, please consult your child's teacher.
  - [For teachers]: Your child is not yet reading on grade level, but I believe that together, we can help get them there.
- Applying is easy: Visit newworldsreading.com to apply for your child today.
- The program is free and simple—here is how it works:
  - After you apply, there will be a waiting period as New Worlds Reading confirms your child is eligible. You'll receive an email notifying you once that process is complete..
  - From October through June each school year, a book will be mailed to your preferred address, completely free of charge..
    - If you apply or your eligibility is confirmed after October, you'll still receive all books from that school year! Some packages may have more than one book to catch up.
- Books offer children infinite possibilities to discover and explore, and reading is the foundation of so many lifelong skills. New Worlds Reading seeks to make reading an adventure children look forward to—from selecting books that interest them, to unwrapping the package in the mail each month, to sharing a book with a family member or exploring new worlds through independent reading.
- Background Information:
  - More than 960,000 Florida students are eligible for New Worlds Reading.

- The program is administered by the University of Florida Lastinger Center for Learning, which has selected Scholastic as a partner.
- All books are selected in collaboration with the Florida Department of Education.

Sample Messaging

The below email, phone and classroom communication platform templates serve as example messages for teachers or tailored to parents / caregivers, sharing about the benefits of New Worlds Reading and making it easy to encourage student applications.

From Principals to Teachers

Dear Teachers,

As you may know, we are encouraging families of eligible students to apply for Florida's FREE at-home literacy program, New Worlds Reading. This program mails monthly free books and activities to eligible students who are not yet reading on grade level. Once enrolled, students remain in the program through fifth grade, even if their reading scores improve.

Families can choose which books they'd like to receive in English, Spanish, Haitian Creole, or braille. All books are selected in collaboration with the Florida Department of Education.

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. This eligibility is determined by:

- **VPK:** a child must be in VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy.
- **Kindergarten - Grade 3:** Any student who is not yet reading on grade level based on progress monitoring data from Star Early Literacy or Star Reading assessment or receives tier 2 or tier 3 instruction.
- **Grades 4 - 5:** Any student not yet reading on grade level who scored either a Level 1 or Level 2 on the FAST ELA progress monitoring or receives tier 2 or tier 3 instruction.

New Worlds Reading is administered by the University of Florida Lastinger Center for Learning, which has selected Scholastic as a partner. This is an incredible opportunity to help our children build at-home libraries, strengthen their literacy skills and foster a love for reading among students and their families.

In [School Name], we have an estimated [XX] eligible students, and I'm asking for your help to **work with our families to apply and ensure these eligible children can take**

advantage of its benefits. There are a number of ways to share the program with families, including but not limited to:

- Ensuring program flyers (available in **English**, **Spanish and Haitian Creole**) go home to eligible students in their folders
- Introducing the program to families at parent-teacher conferences and other ongoing, one-on-one communication checkpoints
- Sharing program details at school events such as back-to-school nights, student assemblies and other engagement opportunities

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,
[XX]

From Educators to Parents/Caregivers

Dear Parent/Caregiver,

On behalf of [School Name], I'd like to share with you about New Worlds Reading, Florida's FREE home reading program. New Worlds Reading mails free books and activities to eligible children to help strengthen their literacy skills and spark excitement around reading. Once enrolled, students will automatically receive free books and resources through fifth grade, even if their reading scores improve.

You can choose which books your child would receive each year to tailor the deliveries to their interests, with books available in English, Spanish, Haitian Creole or 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. Apply for your child today by scanning the QR code below or visiting newworldsreading.com/enroll.

Please feel free to reach out to me with any questions. Additionally, you can email the program directly at support@newworldsreading.com.

Thank you for continuing to encourage your child's love of reading!

Spanish:

Estimado padre/madre/cuidador(a),

En nombre de [School Name], me gustaría compartir con ustedes sobre New Worlds Reading, el programa de entrega de libros GRATUITO de Florida. New Worlds Reading envía por correo libros y actividades gratuitos a niños elegibles para ayudarlos a fortalecer sus habilidades de lectoescritura, desarrollar confianza en su capacidad de leer y fomentar un amor de por vida por la lectura. Una vez inscritos, los estudiantes recibirán automáticamente libros y recursos gratuitos hasta el quinto grado, incluso si sus calificaciones en lectura mejoran.

New Worlds Reading es administrado por el Centro para el Aprendizaje Lastinger de la Universidad de Florida, que ha seleccionado a Scholastic como socio. Los libros se seleccionan en colaboración con el Departamento de Educación de Florida. Los materiales están disponibles en inglés, español, criollo haitiano o braille. Esta es una oportunidad increíble de crear una biblioteca personalizada y gratuita para su niño/a, y fomentar en el hogar el amor por la lectura.

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. Inscriba a su niño/a hoy mismo. Para hacerlo, escanee el código QR que aparece a continuación o visite newworldsreading.com/enroll.

No dude en comunicarse conmigo si tiene alguna pregunta o duda. También puede enviar un correo electrónico al programa directamente a support@newworldsreading.com.

¡Gracias por continuar fomentando el amor por la lectura en su niño/a!

Haitian Creole:

Chè Paran/Responsab,

Nan non [School Name], mwen ta renmen pale w de New Worlds Reading,ki se yon pwogram livrezon liv GRATIS adomisil ke Eta Florid la kreye! New Worlds Reading voye yon liv ak aktivite GRATIS, chak mwa pa lapòs, pou timoun ki elijib , pandan tout ane eskolè a, pou ranfòse ladrès yo nan lekti ak ekriti, epitou pou ede yo li ak konfyans nan tèt yo, e ankouraje yo nouri yon pasyon dirab pou lekti. Yon fwa elèv yo enskri nan pwogram la, y ap resevwa otomatikman liv ak aktivite gratis jis lè yo rive nan 5yèm ane, menmsi nòt yo nan lekti amelyore.

Jesyon New Worlds Reading chita nan men University of Florida Lastinger Center for Learning, ki seleksyone Scholastic kòm patnè pwogram la. Seleksyon liv yo fèt an kolaborasyon ak Florida Department of Education (Depatman Edikasyon Eta Florid la), e materyèl yo disponib nan lang Anglè, Panyòl, Kreyòl Ayisyen ak Bray. Se yon opòtinite estraòdinè pou ede pitit ou a, oswa timoun ou responsab la, kreye pwòp bibliyotèk pa l, gratis, lakay li, epitou pou ankouraje lanmou pou lekti nan fwaye w.

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 w ka aplike pou pitit ou a depi jodi a, eskane kòd QR ki anba a, oubyen vizite: newworldsreading.com/enroll

Tanpri, pa ezite kontakte mwen si ou gen kèlkilanswa kesyon an. Anplis de sa, ou ka voye yon imèl dirèkteman pou New Worlds Reading nan: support@newworldsreading.com.

Mèsi dèske ou toujou ap ankouraje pitit ou a pou l renmen lekti!

Class Communications Platform Messaging

Note: *We encourage educators to remind parents of eligible students to apply using programs like Class Dojo and Playbook. Feel free to personalize these for tailored one-on-one communications to parents or caregivers of eligible students.*

English:

Dear Parents / Caregivers,

New Worlds Reading is Florida's FREE at-home literacy program that mails books and activities to eligible children each month during the school year. Once enrolled, students automatically receive free books and resources through fifth grade, even if their reading scores improve. This is a great opportunity to help students [OR insert student's name] strengthen their reading skills, build reading confidence and nurture a love of reading outside of the classroom. Books and activities are available in English, Spanish, Haitian Creole or braille.

To be eligible, students must be either:

- **in VPK and not yet meeting age-appropriate standards according to FAST Star Early Literacy,**
- **or in K - fifth grade and not yet reading on grade level in a public or charter school.**

[*Teacher to confirm*] I've sent flyers home and via email, but please feel free to reach out to me with any questions. To see if your child is eligible or to apply, visit newworldsreading.com/enroll.

Spanish:

Estimados(as) padres / madres / cuidadores(as),

New Worlds Reading es el programa GRATUITO de lectoescritura en el hogar de Florida que envía por correo, cada mes durante el año escolar, libros y actividades a niños elegibles. Una vez inscritos, los estudiantes reciben automáticamente libros y recursos gratuitos hasta el quinto grado, incluso si sus calificaciones en lectura mejoran. Esta es una gran oportunidad de ayudar a los estudiantes [OR insert student's name] a fortalecer sus habilidades de lectura, desarrollar confianza en su capacidad de leer y fomentar el amor por la lectura, fuera del salón de clases. Los libros y las actividades están disponibles en inglés, español, criollo haitiano o braille.

Para ser elegibles, los estudiantes deben ser:

- **estudiantes del programa de prekínder voluntario (VPK) y no cumplir todavía con los estándares apropiados para su edad según la evaluación FAST Star Early Literacy**
- **o estudiantes de Kínder al 5.º grado y no estar leyendo al nivel de su grado en una escuela pública o chárter.**

[Teacher to confirm] He enviado volantes a casa y por correo electrónico, pero no dude en comunicarse conmigo si tiene alguna duda o pregunta. Para ver si su niño/a es elegible o para inscribirse, consulte newworldsreading.com/enroll.

Haitian Creole:

Chè Paran/Responsab,

New Worlds Reading se pwogram livrezon liv GRATIS adomisil Eta Florid la. Pwogram sa a voye liv ak aktivite GRATIS chak mwa, pa lapòs, pou timoun ki elijib, pandan tout ane eskolè a. Yon fwa elèv ki elijib yo enskri nan pwogram la, y ap kontinye resevwa liv ak aktivite gratis jis lè yo rive nan 5yèm ane, menmsi nòt yo nan lekti amelyore. Se yon gwo opòtinite pou ede kèlkilanswa elèv la [OR insert student's name] ranfòse ladrès li nan lekti, devlope konfyans nan tèt li pou aktivite lekti, epitou pou l nouri yon pasyon pou lekti andeyò saldeklas la. Liv yo ak aktivite yo disponib nan lang Anglè, Panyòl, Kreyòl Ayisyen ak Bray.

Pou yon elèv elijib, fò li:

- **swa nan VPK (pwogram prematènèl volontè), e fò li poko gen ladrès nan lekti ki koresponn ak laj li, dapre tès FAST Star Early Literacy;**
- **swa nan K-5 (soti nan klas matènèl rive nan 5yèm ane), nan yon lekòl piblik oswa yon lekòl charter (ki vle di yon lekòl endepandan), epitou, fò li poko gen ladrès nan lekti nan nivo klas li.**

[Teacher to confirm] Mwen voye bwochi lakay ou e pa imèl tou, men tanpri, pa ezite kontakte m si w gen kèlkilanswa kesyon an. Pou w verifye si pitit ou a, oswa timoun ou responsab la, elijib, oubyen pou w ka aplike pou pwogram la, vizite: newworldsreading.com/enroll.

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 (_____), Principal of _____. I want to let you know about Florida's free at-home reading program for eligible students in VPK through fifth grade who need extra support in reading and literacy development. New Worlds Reading mails eligible children a FREE book and reading activity each month during the school year through fifth grade to help strengthen reading skills and nurture a lifelong love of reading. Books are available in English, Spanish, Haitian Creole and braille. See if your child is eligible and apply at newworldsreading.com.

Spanish:

Hola, le habla (_____), Director/a de _____. Me gustaría informarle sobre el programa gratuito de lectura en el hogar de Florida, para estudiantes elegibles de VPK hasta el quinto grado, que necesitan apoyo adicional en lectura. New Worlds Reading envía por correo a los niños elegibles un libro y actividades de lectura GRATIS, cada mes durante el año escolar hasta el quinto grado, para ayudarles a fortalecer sus habilidades lectoras y fomentar el amor por la lectura, que durará toda la vida. Los libros están disponibles en inglés, español, criollo haitiano y braille. Verifique si su niño o niña es elegible e inscríbase en newworldsreading.com.

Haitian Creole:

Bonjou, mwen se (_____), Direktè/Direktris _____. Mwen ta renmen pale w de pwogram lekti gratis adomisil Eta Florid la ofri pou elèv ki elijib e ki enskri nan klas ki soti nan VPK (pwogram prematènèl volontè) pou rive nan 5yèm ane, e ki bezwen anpil èd nan lekti. New Worlds Reading voye yon liv ansanm ak aktivite GRATIS, chak mwa pa lapòs, 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. Liv yo disponib nan lang Anglè, Panyòl, Kreyòl Aysyen ak Bray. Verifye si pitit ou a oswa timoun ou responsab la elijib, epi aplike pou pwogram la nan 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.

New Worlds Reading is Florida's free program that mails books and activities to eligible VPK - fifth graders. Administered by the UF Lastinger Center for Learning, who has partnered with Scholastic, this program can help strengthen your child's reading skills and grow their at-home library. See if your child qualifies at: newworldsreading.com

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.

In case you missed it, New Worlds Reading is a free Florida program to advance literacy and a love of reading for eligible students in VPK through fifth grade by mailing free books and activities right to their door. See if your child qualifies at newworldsreading.com

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. Learn more: newworldsreading.com

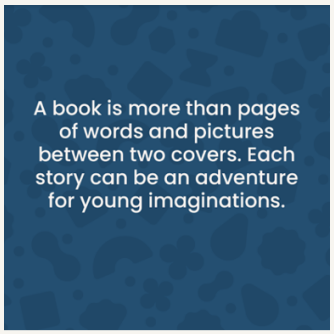
Sample Post 4:

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 that are available to eligible Florida students through New Worlds Reading. Want to read more? Visit their website to find out how eligible children can receive monthly free books and activities during the school year: newworldsreading.com

Image link

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



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 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. To see if your child qualifies to receive a free book and activities every month during the school year 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 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.

Available Imagery:

- **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 below and available to download here.

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Thank You!

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