#  Social, Newsletter & email posts

March is National Reading Month and Reading Is Fundamental has made it easy for you to be part of our Million Book March campaign. RIF’s Million Book March encourages children to read as many books as they can during the month of March and count their books on RIF’s Readerboard. Below are sample outreach messages for you to incorporate into your communications platforms throughout the month of March to promote reading in your community.

How to use:

1. Copy and paste your favorite message into your social feed, email or newsletter
2. Replace the highlighted copy with your customized copy
3. Add your own picture/image to increase interest and engagement in your copy. You can also add the Million Book March logo.
4. Post or Send!

**SOCIAL MEDIA Post Suggestions**

Facebook:

1. <<SCHOOl or COMMUNITY PARTNER NAME>> is excited to celebrate @readingisfundamental Million Book March to get kids reading and count a million books read nationwide. Visit RIF’s Book Counter to tally your books now! [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch) #everybookcounts
2. Make every book count this National Reading Month by checking out @readingisfundamental Book Counter. Read a book, tally it on the book counter and see the totals stack up! [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch) #everybookcounts
3. Celebrate Million Book March with <<SCHOOl or COMMUNITY PARTNER NAME >> and @readingisfundamental! Head over to RIF’s Book Counter to join others and help get to 1 million books read! [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch) #everybookcounts
4. How are you celebrating National Reading Month? Join <<SCHOOl or COMMUNITY PARTNER NAME >> and @readingisfundamental for Million Book March by heading to RIF’s book counter where you can help us tally 1 million books read. [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch) #everybookcounts
5. <<I/WE>> just counted XXXX books on Reading Is Fundamental’s Million Book March book counter? How many books will you record by the end of March? [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch) #everybookcounts

Instagram:

1. National Reading Month is here! Join <<SCHOOl or COMMUNITY PARTNER NAME >> and @readingisfundamental to celebrate by tallying the books you’ve read at rif.org/millionbookmarch #everybookcounts

2. Help @readingisfundamental tally 1,000,0000 books read during Million Book March. <<SCHOOl or COMMUNITY PARTNER NAME >> just added XXXX to RIF’s book counter: rif.org/millionbookmarch What book will you add? #everybookcounts

3. <<I/WE>> just counted XXXX books on @readingisfundamental Million Book March book counter? How many books will you record by the end of March? #everybookcounts

Twitter:

1. <<SCHOOl or COMMUNITY PARTNER NAME >> joined @RIFWEB Million Book March! We are helping to tally 1,000,000 books. rif.org/millionbookmarch #everybookcounts
2. National Reading Month is here! Join <<SCHOOl or COMMUNITY PARTNER NAME >> and @RIFWEB to celebrate by tallying the books you’ve read at rif.org/millionbookmarch #everybookcounts
3. Help @RIFWEB tally 1,000,0000 books read during Million Book March. <<SCHOOl or COMMUNITY PARTNER NAME >> just added XXXX to RIF’s book counter: rif.org/millionbookmarch What book will you add? #everybookcount
4. <<I/WE>> just counted XXXX books on @RIFWEB Million Book March book counter! How many books will you record by the end of March? #everybookcounts

**NEWSLETTER**

<<SCHOOl or COMMUNITY PARTNER NAME >> and Reading Is Fundamental are teaming up to celebrate National Reading Month by reading as many books as possible! RIF’s Million Book March encourages children to read every day during the month of March and have an adult count their books on RIF’s Readerboard. Help encourage your children to read by visiting [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch) to make the most of National Reading Month!

**EMAIL for Educators**

**Subject:** Read and Help RIF Count a Million Books in March

**Header:** Join RIF’s Million Book March *(feel free to download & insert the title treatment)*

Celebrate National Reading Month with Reading Is Fundamental and the Million Book March campaign. Encourage your students to read as many books as they can during the month of March and track their results on RIF’s book counter found at [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch).

National Reading Month is the perfect time to encourage students to build strong reading habits. To support your students, RIF has curated a recommended reading list matched with supplemental literacy resources including activities, games, puzzles and videos. Go to [Literacy Central](https://www.rif.org/literacy-central/collections/million-book-march-collection) to access these free resources.

To learn more about RIF’s Million Book March and make every book count, visit rif.org/millionbookmarch.

Happy Reading!

<<YOUR NAME>>

**EMAIL for Parents/ Family**

**Subject:** Read and Help Reading Is Fundamental Count a Million Books in March

**Header:** Join RIF’s Million Book March *(feel free to download & insert the title treatment)*

Celebrate National Reading Month with Reading Is Fundamental and <<INSERT SCHOOL OR PROGRAM NAME HERE>> through the Million Book March campaign. Encourage your child to read as many books as he/she can throughout the month of March and report their results on RIF’s book counter found at [rif.org/millionbookmarch](http://www.rif.org/millionbookmarch).

National Reading Month is the perfect time to encourage your children to pick up a book each day in March and build strong reading habits. RIF’s Million Book March features a curated recommended reading list matched with supplemental, digital literacy resources on [Literacy Central](https://www.rif.org/literacy-central/collections/million-book-march-collection), RIF’s online portal offering activities, games, puzzles and videos tied to books to build confident and engaged readers.

To learn more about RIF’s Million Book March and make every book count, visit rif.org/millionbookmarch.

Happy Reading!

<<YOUR NAME>>