

Selecting Your RIFluencer

As part of your school's Reading Is Fundamental (RIF) Books for Ownership program, we are creating a small group of student ambassadors called RIFluencers. Each school will identify one student to serve as your RIFluencer for the school year. RIF will tap into this student group for advice, input, and to create reading excitement among students at your school.

Choosing a RIFluencer for your School

A RIFluencer can be any student who you feel would be eager to take on some additional responsibility this year to support reading engagement in your school! A few attributes that would make a strong RIFluencer include motivated, enthusiastic, a strong communicator, and of course an avid reader. Here are a few things to keep in mind when identifying the student and inviting them to accept this position:

- Select a student who is willing to do outreach and engagement activities which might include: speaking on the morning announcements, remarks at a school assembly, placing posters around school, or posting videos on TikTok in support of this work.
- A good RIFluencer candidate loves reading, is creative and passionate, and is eager to collaborate with you throughout the school year.
- As a student ambassador, the RIFluencer should be comfortable interacting with students, educators and families in a responsible and respectful manner.

The Role of the RIFluencer

It's simple: students take their passion for reading and share it with their peers!

As a RIFluencer, the student you select will be a leader in your school to share their excitement for books with other students in many creative ways. RIFluencer responsibilities include:

- Serve as the key student ambassador for reading in your school;
- Find creative ways to motivate and inspire reading among their peers;
- Support the promotion of the RIF BookTok Reading Challenge;
- Volunteer to support the school's Books for Ownership celebration. This may include helping you to plan the event, set up the books, help students pick books, etc.; and
- Share their ideas with RIF so we can get even more middle school kids reading.

Thank you for helping to create a committed group of middle school students to enhance your school's Books for Ownership program and drive reading excitement. Once you choose your school's RIFluencer, we will be providing monthly information and updates to you to share with them.