

Resources to Support Family Text Message Opt-Ins

Below are a set of resources your school can use to encourage families to sign up for Reading Is Fundamental's (RIF) free monthly text messages. RIF is eager to support family literacy in your school community and these simple, free RIF messages will be delivered right to parents' and guardians' phones with suggested book lists and reading activities once a month.

At the end of the end of this toolkit, you will find the unique opt-in KEYWORD for your school. **Please use the RIF-designated KEYWORD for your school to fill in the [KEYWORD] blank in the messages below.** Thank you for partnering with RIF in our shared goal to drive a culture of literacy in school and at home.

Note: Informed written consent for text message opt-in is required. We have provided all of the necessary language in our sample messages to ensure parents and guardians are aware of what they're signing up for, as well as the terms.

Parent Take-Home Letter Sample Language

Please be sure to fill in the [KEYWORD] blank with your school's unique text opt-in KEYWORD found at the end of this toolkit.

Dear Parent/Guardian,

Welcome to the new school year! [Our school] is excited to share we are partnering with Reading Is Fundamental (RIF) this year to promote the importance of literacy and the joy of reading! RIF is the nation's largest nonprofit children's literacy organization. Through this initiative, each of our students will get to choose three books to take home and own, participate in a school-wide reading engagement challenge, and celebrate reading all year long.

RIF is looking forward to helping students engage more in reading this year, and that includes making sure you and your family are able to build a culture of literacy at home. **We encourage you to sign up for RIF's once-a-month text message, which provides free thematic book lists and fun reading resources and activities for you and your middle school student.** All you have to do is text [KEYWORD] to (833) 352-0246 to sign up. By signing up for this service, you agree to opt into RIF's monthly text message alert. Data and messaging rates may apply. Please visit RIF's Terms & Privacy Policy regarding text messages at www.RIF.org/MSFLI/Privacy. You can reply STOP to unsubscribe at any time.

We can't wait for all the new adventures this school year is going to bring, and we look forward to having our students' families participating in the fun, too! If you would like to learn more about RIF, please visit RIF.org.

Happy Reading,

[School/Teacher]

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Sample Language for School Newsletter or Website

Please be sure to fill in the [KEYWORD] blank with your school's unique text opt-in KEYWORD found at the end of this toolkit.

[Our school] is partnering with Reading Is Fundamental (RIF), the nation's largest children's literacy nonprofit, this school year for a new reading initiative! Students will get to choose three free books to take home, participate in a school-wide reading engagement challenge, and celebrate the joy of reading all year long. RIF is looking forward to helping students and their families build a culture of literacy at home, too. We encourage you to sign up for RIF's once-a-month text message, which provides free thematic book lists and fun reading resources for you and your child. All you have to do is text [KEYWORD] to (833) 352-0246 to sign up. By signing up for this service, you agree to opt into RIF's monthly text message alert. Data and messaging rates may apply. Please visit RIF's Terms & Privacy Policies www.RIF.org/MSFLI/Privacy. You can reply STOP to unsubscribe at any time.

Sample Social Media Posts

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 @RIF as a placeholder in the sample messages below. Please be sure to fill in the [KEYWORD] blank with your school's unique text opt-in KEYWORD found at the end of this toolkit.

Facebook: @ReadingIsFundamental

Instagram: @readingisfundamental

Twitter: @RIFWEB

Parents and guardians! Don't forget to text [KEYWORD] to (833) 352-0246 to sign up for @RIF monthly texts, which include free thematic book lists, literacy resources, and fun reading activities for you and your child. By signing up for this service, you agree to opt into Reading Is Fundamental's monthly text message alert. Data and messaging rates may apply, and you can view RIF's Terms & Privacy Policies www.RIF.org/MSFLI/Privacy. You can reply STOP to unsubscribe at any time.

@RIF, the nation's largest children's literacy nonprofit, is partnering with [our school] to promote and celebrate the joy of reading! Sign up for Reading Is Fundamental's once-a-month texts, which include free thematic book lists, reading resources, and activities for you and your child. Just text [KEYWORD] to (833) 352-0246. By signing up for this service, you agree to opt into RIF's monthly text message alert. Data and messaging rates may apply, and you can view RIF's Terms & Privacy Policies www.RIF.org/MSFLI/Privacy. You can reply STOP to unsubscribe at any time.

(Shortened for Twitter): Parents and guardians! Don't forget to text [KEYWORD] to (833) 352-0246 to sign up for @RIFWEB's monthly texts, which include free thematic book lists and activities. By signing up for this service, you agree to RIF's monthly text message. Data/msg rates may apply. [www.RIF.org/MSFLI/Privacy]

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Postcard/Flyer Language

Please feel free to print and customize this flyer to share with families by sending home with students or during your back-to-school night or other family engagement events. Please be sure to fill in the [KEYWORD] blank with your school's unique text opt-in KEYWORD found at the end of this toolkit. You may print and write in your school's keyword or type the text into this PDF in the field below.

Families, you're invited to sign up for Reading Is Fundamental's (RIF) monthly text! Texts will share free thematic book lists, literacy resources, and fun reading activities for you and your child. We're excited to partner with RIF, the nation's largest children's literacy nonprofit, to kick off the new school year and get our students reading!



Text [

] to (833) 352-0246!

School Name	State	Text Opt-In Keyword <i>use this keyword for families to opt in to monthly RIF texts</i>
Muwekma Ohlone Middle School	California	OHLONE
Newark Junior High School	California	NEWARK
Walters Middle School	California	WALTERS
Howard University Public Charter School Math & Science	District of Columbia	HOWARDUPCS
Cesar Chavez Public Charter School - Parkside	District of Columbia	CESARCHAVEZ
Charles Hart Middle School	District of Columbia	HART
Washington Global Public Charter School	District of Columbia	WASHGLOBAL
Elliot - Hine Middle School	District of Columbia	ELLIOTHINE
Brookland Middle School	District of Columbia	BROOKLAND
Heritage Middle School	Illinois	HERITAGE
Chippewa Middle School	Illinois	CHIPPEWA
Old Orchard Junior High School	Illinois	OLDORCHARD
Coolidge Middle School	Illinois	COOLIDGE
Jefferson Middle School	Illinois	JEFFERSON
Jackson Middle School	Illinois	JACKSON
Richardson Middle School	Illinois	RICHARDSON
Thomas Jefferson Academy for Advanced Studies	Louisiana	THOMASJEFFERSON
Harry M Hurst Middle School	Louisiana	HURST
Waverly School 51	Maryland	SCHOOL51
Rosemont School 63	Maryland	SCHOOL63
Wildwood School 88	Maryland	SCHOOL88
Maree G. Farring School 203	Maryland	SCHOOL20
Highlandtown School 215	Maryland	SCHOOL215
Morrell Park School 220	Maryland	SCHOOL220
The Mount Washington School	Maryland	MOUNTWASH
Glenmount School 235	Maryland	SCHOOL235
Graceland Park/O'Donnell Heights School 240	Maryland	SCHOOL240
Leith Walk School 245	Maryland	SCHOOL245
Cross Country School 247	Maryland	SCHOOL247
Calvin M. Rodwell School 256	Maryland	SCHOOL256
Patuxent Valley Middle School	Maryland	PATUXENT
Oakland Mills Middle School	Maryland	OAKLANDMILLS
Lake Elkhorn Middle School	Maryland	LAKEELKHORN
Belair-Edison Middle School	Maryland	BELAIREDISON
Stadium School 15	Maryland	SCHOOL15
Northwest Academy Health Sciences	Maryland	NWAHS
Thomas Johnson Middle School	Maryland	THOMASJOHNSON
Benjamin Stoddert Middle Sch	Maryland	STODDERT
Newport Mill Middle School	Maryland	NEWPORTMILL

Academy for College and Career Exploration	Maryland	ACCE
Benjamin Banneker Middle School	Maryland	BANNEKER
Wilde Lake Middle School	Maryland	WILDELAKE
Charles Carroll Middle School	Maryland	CARROLL
Old Mill Middle School North	Maryland	OLDMILL
Strong Middle School	Michigan	STRONG
Levey Middle School	Michigan	LEVEY
Woodworth Middle School	Michigan	WOODWORTH
Carleton Middle School	Michigan	CARELTON
Pierce Middle School	Michigan	PIERCE
McClintock Middle School	North Carolina	MCCLINTOCK
Eastway Middle School	North Carolina	EASTWAY
Corriher - Lipe Middle School	North Carolina	CORRIHERLIPE
Kannapolis Middle School	North Carolina	KANNAPOLIS
Northeast Middle School	North Carolina	NORTHEAST
W C Friday Middle School	North Carolina	WCFRIDAY
Albemarle Road Middle School	North Carolina	ALBEMARLE
Bolich Middle School	Ohio	BOLICH
Roberts Middle School	Ohio	ROBERTS
Memorial Junior High School	Ohio	MEMORIAL
Eastlake Middle School	Ohio	EASTLAKE
Willoughby Middle School	Ohio	WILLOUGHBY
Willowick Middle School	Ohio	WILLOWICK
Francisco Medrano Middle Sch	Texas	MEDRANO
Dewitt Perry Middle School	Texas	PERRY
Austin Middle School	Texas	AUSTIN
Young Women's Leadership Academy	Texas	YWLA
Irma Marsh Middle School	Texas	MARSH
Roy Johnson STEM Academy	Texas	JOHNSON
Sam Tasby Middle School	Texas	TASBY
T W Browne Middle School	Texas	BROWNE
A C New Middle School	Texas	ACNEW
Haltom Middle School	Texas	HALTOM
Jean McClung Middle School	Texas	MCCLUNG
G W Kennemer Middle School	Texas	KENNEMER
Henry W Longfellow Academy	Texas	LONGFELLOW
Poe Middle School	Virginia	POE
Greenfield Middle School	Wisconsin	GREENFIELD
West Milwaukee Intermediate School	Wisconsin	WMILWAUKEE