

TIPS FOR LIAISONS  
“PLANNING A SUCCESSFUL RIF DISTRIBUTION”

LET THE PHILOSOPHY BE YOUR GUIDE...

Each of 3 “themed” distribution days is a FUN day!  
Each child makes his or her own book selection.  
Each child’s name is written in the book for personal ownership.

1. Form a team within your school to help plan and assist with the distributions. With your team, set up 3 distribution dates for the school year and a theme for each distribution (for ideas, see Themes for RIF Day, enclosed in next section), making sure there will be adequate space for your events and for books to be displayed. While planning your themes be sure to include story times and/or other motivational activities.
2. Meet with your school or center officials to inform them of your plans and to clear requests for dates and event space, including them in any planning or participation which might interest them.
3. Notify your Area Chairperson of your RIF Day dates, making sure to inform her of any date changes during the year.
4. Notify the children’s parents before the first distribution (see possible sample letters, enclosed in next section) so they know about RIF. This is an excellent time to encourage parents to share reading activities with their children at home and perhaps consider coming to school on RIF Day to help or to read to a group.

At this point, you may also want to begin scheduling not only parents, but school and PTA officials, local police, fire fighters, or other community helpers/leaders, even member of Congress, to help or participate in reading to the children.

5. Including signs, posters, or other media announcing the upcoming distribution builds anticipation and excitement...“RIF Day is Coming!”
6. Before the distribution, a teacher or volunteer may want to discuss RIF Day with the children so they understand where the books are coming from and to hear that RIF stands for Reading Is Fundamental.

You may also want to have a pre-distribution discussion or activity to explain to the children that they are to choose books based on what interests them, displaying sample books and perhaps reading brief “appetizers” from several that will be offered on RIF Day. Remember, a distribution is intended to be a day of great fun with lots of reading, listening, and book related activities!