

Pratham Books'
Read-a-thon

What is this campaign all about?

Pratham Books is rebranding One Day, One Story to move from celebrating International Literacy Day to International Literacy Month.

The core idea will be to democratise the campaign more as compared to last year by encouraging children, parents, educators and librarians to choose picture books that they're most comfortable reading.

We will run a marathon 30-day campaign through September to encourage reading, showcase creators, share tools to track reading and most importantly share two stories each day across multiple languages.

Why is it called a Read-a-thon?

We think the name works because it's both timeless and also can be repeated at any time of the year for any duration of time - not just around International Literacy Day.

It also centres the idea of reading over all else - reminding participants that it's important to read no matter which book they pick.

How will we make this happen?

Each day, PB will anchor or recommend storybooks for participants to read - but participants can read any book on any given day as long as they read.

PB will anchor author and community activities throughout the month and offer reading support, motivation and resources for tracking reading.

PB will also create a community group where participants can share stories, photos, videos, resources and appreciation for each other.

What do we need for this campaign?

- Well-designed creatives for 60 PB storybooks - 30 from Levels 1 and 2, and 30 from Levels 3 and 4.
- Links to the books on StoryWeaver along with how many languages the books have been translated into.
- A Facebook group or an easily accessible messaging board.
- A drive link for participants to share photos and videos with PB.
- A shareable calendar documenting the book of the day and any additional offline or digital events that will be shared with all participants.
- Inputs from stakeholders such as educators and libraries.
- A ton of energy.

Okay, so how do we get started?

Step 1 (Behind the scenes):

- The Marcom team sits with Editorial to curate a list of 30 Level 1 and 2, and 30 Level 3 and 4 books.
- We design 60 creatives over the month of August and keep these ready to go in September.
- We create an internal calendar, documents and resources for participants (this will also be wrapped up in August and ready to deploy on 1st Sep)
- We set up a Facebook Group or Message Board and assign moderators to monitor content and respond to the community.
- We create a drive or folder where participants can upload photos and videos which we will then showcase at the end of the campaign.

Okay, so how do we get started?

Step 2 (It's alive!):

- The Marcom team kicks off a launch post explaining what the Read-a-thon is, how people can participate and link them to a blog post containing all the resources they'll need.
- We will encourage participants to fill out a form (not mandatory) to get a sense of how many people are participating in the campaign.
- Each day, the PB socials will announce the two books of the day and link to them on StoryWeaver so participants can easily access the books.
- During the month-long campaign, we will periodically share videos by creators, photos from participants from the first week and create a buzz by tagging other children's publishers and libraries.

Okay, so how do we get started?

Step 3 (Taking stock):

- At the end of the 30 days, we will create a showcase of the campaign, the participants, creators and stakeholders as a thank you.
- We will track the number of times books have been opened on StoryWeaver using bitly and UTM links.
- We tally the final number of participants at the end of September.
- We will also make a list of the most popular non-PB books that participants chose to read and give these books, their authors and publishers a big shout out in a bid to celebrate community spirit.

It's a
wrap!