

Winter Reading 2022 Challenge Launch Kit for Libraries



[#WinterRead2022](#) [#ReadforaBetterWorld](#)

TABLE OF CONTENTS

[Challenge Guidelines and Setup Tutorials](#)

[Winter Reading Challenge Artwork](#)

[Newsletter Blurb](#)

[Social Media and Hashtag](#)

[Press Release](#)

[Library Prize Details](#)

[Customizable Marketing Pieces](#)

Challenge Guidelines and Setup Tutorials

Winter Reading Challenge Templates

- In order to make setup as simple and easy as possible, we have created Winter Reading 2022 templates. There are two types of templates:
 - [Winter Read 2022: Read for a Better World, Read Anything, All Ages](#): A traditional reading challenge template with logging badges for minutes or books, which readers can earn by logging their reading for any title, and activity badges, which give readers access to select Lerner e-books from their “Read for a Better World” collection. This template is available on sites now.
 - [Winter Read 2022: Read for a Better World, Lerner Titles, Age Specific](#): New reading list challenge templates with minutes logging badges, which readers earn by logging reading for Lerner e-books hosted directly in Beanstack, and age-specific activity badges. This template will be available on sites in early December. Read more about reading list challenges [here](#).
- To activate the template challenge on your site, go to Challenges, then select the Challenge Templates tab. Then, select “Use this template” for the desired “Winter Reading 2022: Read for a Better World” challenge template and edit as needed.
 - [Here is a recorded tutorial](#) on how to use the challenge templates feature.
 - [Check out this article](#) on how to use challenge templates.

Additional Resources

- Questions about how challenges work in Beanstack? [Read this Basics article](#).
- Want your community to use the app? Us too! Share this [Mobile App Postcard!](#)

Challenge Guidelines and Details

Prize Eligibility

- To be eligible for prizes from Lerner, you must officially register to participate in the challenge through [this page](#) by Dec. 13, 2021. You must also set up your challenge according to the guidelines below.

Time Frame

- The official Winter Reading Challenge runs from Jan. 1 - 31, 2022. You can run your challenge prior to and/or past January if you choose, however, we will only count reading logged from Jan. 1 - 31 and the Lerner e-books will only be available from Jan. 1 - 31.

Challenge Name

- Your challenge must have “Read for a Better World” in the challenge title.

Log Type

- Your reading challenge must track books or minutes read.

Challenge Badges

- We recommend including a registration badge in the challenge to encourage participation. Note that all our challenge templates include a registration badge and completion badge.

Logging Badges

- We recommend using six or more logging badges to keep your readers engaged throughout the challenge. Note that all our challenge templates include ten logging badges.

Activity Badges

- This year’s challenge templates include activity badges. There are badges and corresponding activities for various “Read for a Better World” themes, such as cultivating empathy, learning about boundaries, celebrating diversity, and encouraging critical thinking.

Lerner E-books

- All participating sites have access to select “Read for a Better World” titles during the month of January, either through activities that link to titles in Lerner Publishing Group’s browser-based e-book platform or directly in Beanstack’s booklist challenges.

Artwork

- Zoobean grants all clients permission to download, customize, and use the images provided in this launch kit as needed.

Winter Reading 2022 Artwork



- All Winter Reading 2022 badges are available in the “Winter Reading 2022 Read for a Better World” badge group within Beanstack’s challenge setup.
 - You will find all images, including individual badges and the challenge banner, [available for download at this link](#). You have our permission to use these images to promote Winter Reading 2022 at your library!
-

Newsletter Blurb

From January 1 to January 31, **[insert library name]** will participate in Beanstack’s Fifth Annual Winter Reading Challenge, “Read for a Better World,” sponsored by Lerner Publishing Group. We challenge our patrons to read at least **[insert goal]** during the month and keep track of their reading on our Beanstack site at **[library.beanstack.org]**.

Thousands of other libraries and schools across the nation are joining in too, for a chance at winning prizes including book collections, signed books, and virtual author visits. Happy reading, **[insert community name]!**

Social Media and Hashtags

Hashtags and Sharing

Please encourage the use of the hashtags **#WinterRead2022** and **#ReadforaBetterWorld**. Zoobean and Lerner will be following along! Remember, you are more likely to get retweets, reposts, and comments from everyone by tagging us.

Zoobean

Zoobean Facebook: facebook.com/zoobean

Zoobean Twitter: [@zoobeanreads](https://twitter.com/zoobeanreads)

Zoobean Instagram: [@zoobean](https://www.instagram.com/zoobean)

Lerner

Lerner Facebook: facebook.com/lernerbooks

Lerner Twitter: [@lernerbooks](https://twitter.com/lernerbooks)

Lerner Instagram: [@lernerbooks](https://www.instagram.com/lernerbooks)

Authors from the Read for a Better World collection and other Lerner acclaimed authors will be following along too!

Jeff Fleischer

Twitter: [@jefffleischer](https://twitter.com/jefffleischer)

Laura Gehl

Twitter: [@AuthorLauraGehl](https://twitter.com/AuthorLauraGehl)

Instagram: [@authorlauragehl](https://www.instagram.com/authorlauragehl)

Facebook: facebook.com/AuthorLauraGehl

Katey Howes

Twitter: [@Kateywrites](https://twitter.com/Kateywrites)

Instagram: [@kidlitlove](https://www.instagram.com/kidlitlove)

Facebook: facebook.com/kateywrites

Irene Latham

Twitter: [@Irene_Latham](https://twitter.com/Irene_Latham)

Instagram: [@irene_latham](#)

Charles Waters

Twitter: [@waterscharles](#)

Instagram: [@charleswaterspoetry](#)

Facebook: [facebook.com/CharlesWatersPoetry](#)

Lee Wind

Twitter: [@leewind](#)

Instagram: [@iamleewind](#)

Facebook: [facebook.com/leewind](#)

Winter Reading Challenge Press Release

Our press release is available here: [Beanstack Blog: WRC Press Release](#)

Beanstack and Lerner Publishing Group Offer Unlimited Book Access for Winter Reading Challenge



The Zoobean Team
Sep 15, 2021



Edutech startup Beanstack and Lerner Publishing Group offer libraries and schools free access to books to help readers of all ages explore diversity, empathy, and action through literature.

This January marks the fifth year of Beanstack's Annual Winter Reading Challenge. Lerner Publishing Group will sponsor the challenge, which supports public libraries and school systems throughout the United States and Canada. This year's challenge theme is *Read for a Better World*, encouraging readers of all ages to explore diversity, empathy, and action through literature. In addition to providing free access to all of the eBooks needed for the challenge, the publisher will award book collections, signed books, and virtual author visits to winning libraries and schools.

Library Prizes

Prizes will include book collections, signed books, and virtual author visits.

- **Library Grand Prize:**
 - Virtual Author visit
 - Book collection
 - Signed copy of “Dictionary for a Better World: Poems, Quotes, and Anecdotes from A to Z” by Charles Waters and Irene Latham

- **3 Library Runners-Up:**
 - Book collection
 - Signed copy of “Dictionary for a Better World: Poems, Quotes, and Anecdotes from A to Z” by Charles Waters and Irene Latham

- **5 Library Honorable Mentions**
 - Signed copy of “Dictionary for a Better World: Poems, Quotes, and Anecdotes from A to Z” by Charles Waters and Irene Latham

We will determine winners based on many factors, including:

- **Outreach:** Number of registrants in relation to population size.
- **Active participation:** Percent of those enrolled who participate and general active participation throughout the challenge (depth of participation).
- **Absolute numbers:** Total minutes and/or books logged in relation to total population and total participants.
- **Community sharing:** We appreciate you spreading the love of reading with your community—virtually and at the library! For those sharing and posting about #WinterRead2022 and #ReadforaBetterWorld on social media, you will definitely get "brownie points" again this year. :)

A note about groups: While we absolutely encourage you to get groups excited and actively participating, we will likely place a cap on the percent of your total active participation and/or books and minutes read that can be attributed to readers in groups when looking at top participating libraries.

Customizable Marketing Pieces

What is available?

We have created a number of marketing materials in Spanish and English for you to promote your challenge! Only certain elements can be customized for your library.

These templates include bookmarks, social media sharing images, flyers, posters, and postcards.



“Read for a Better World” Logo

You are welcome to use the “Read for a Better World” logo image in your own marketing materials as a flat image (available in our marketing material folder below).

How Do I Access and Customize Marketing Materials for WRC2022?

All of the marketing materials are available for download. Simply click on the file below to download the materials for your library!

[WinterRead2022: Books Like Us Marketing Materials \(English\)](#)

[WinterRead2022: Books Like Us Marketing Materials \(Spanish\)](#)

Once you have opened the Dropbox file, click on the Download dropdown button. Then, click Direct Download to download the materials to your computer. Next, open

the zip file that has been downloaded to your computer. By opening the zip file, the original file will appear in your downloads.

From there, you can open the PDF or illustrator image(s) you would like to use or customize. You'll see that while some image fields are customizable, others are not.

Still not sure how to edit the files? Check out [this video](#) on how to customize an editable PDF for some tips and tricks.

Questions?

If you have any additional questions, please open a ticket at beanstack.com/support!