

Winter Reading 2022 Challenge Launch Kit for Schools



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

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Challenge Guidelines and Setup Tutorials

Winter Reading Challenge Templates

- The age-specific challenge templates will be activated on your site by early December. With the sponsored challenge starting on Jan. 1, be sure to make any changes to the template, like adding custom prizes or editing badges, before the start date!

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. *Please note: if your district has already opted in, you do not need to fill out the form individually.* 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 school!
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Newsletter Blurb

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

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 school 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](https://www.facebook.com/zoobean)

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

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

Lerner

Lerner Facebook: [facebook.com/lernerbooks](https://www.facebook.com/lernerbooks)

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

Lerner Instagram: [@lernerbooks](#)

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

Jeff Fleischer

Twitter: [@jefffleischer](#)

Laura Gehl

Twitter: [@AuthorLauraGehl](#)

Instagram: [@authorlauragehl](#)

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

Katey Howes

Twitter: [@Kateywrites](#)

Instagram: [@kidlitlove](#)

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

Irene Latham

Twitter: [@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



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.

Prizes

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

- **School Grand Prize:**
 - Read for a Better World Classroom library set
 - Virtual Author visit
 - Signed copy of "Dictionary for a Better World: Poems, Quotes, and Anecdotes from A to Z" by Charles Waters and Irene Latham
- **3 School 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 School 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:

- **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 school! For those sharing and posting about #WinterRead2022 and #ReadforaBetterWorld on social media, you will definitely get "brownie points" again this year. :)
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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 school.

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 school!

[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!](https://beanstack.com/support)