Seasonal Reading Challenge Launch Kit
for Libraries

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beanstack

Challenge Basics and Setup Tutorials

Getting Started

As you prepare for your next Beanstack challenge, consider the following questions and best practices before challenge creation.

Who is your challenge's audience?
- Age or grade
- Start and end dates

What action(s) do you want your community to do in the challenge?
- Log any reading (books, minutes, days)
- Log reading from a set reading list
- Complete activities
- Write reviews
- Complete bingo
- Earn points (for completing any combination of the actions above).

What type of challenge do you want to build?
Challenge Options
Logging - Activities - Logging+Activities - Points - Reading List - Bingo-Fundraiser

What challenge theme do you want?
- Browse our ready-made challenge templates to customize our challenge designs for your community.

How do you want to encourage reader participation?
- Physical rewards
- Virtual tickets
- Drawings

Best Practices

Challenge Badges
- Include a registration badge to encourage participation.

- A bingo challenge template includes a registration badge, a bingo badge, and a full card bingo badge. All other challenge templates include a registration badge and a completion badge.

Logging Badges
- Depending on your challenge's length, use six or more logging badges to keep your readers engaged throughout the challenge. Our challenge templates usually include 10 logging badges.

Activity Badges
- Customize your activities to coordinate with the library's events and services.
- Need inspiration? **Check out these ideas.**

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

Setup Tutorials
- **How to duplicate a challenge**
- **How to activate and edit challenge templates**
- **How to create a bingo challenge**
- **How to manage and create badges**
- **How challenges work in Beanstack**

Seasonal Challenges

Annual Summer Reading Challenge Templates

- To make setup as simple and easy as possible, we create a summer challenge template each year:
    - **Beanstack Summer Reading [Year]**: A traditional reading challenge template with logging badges, activity badges, and review badges. This template is also the companion template for the yearly Beanstack Summer Badge Book.
    - **CSLP Summer [Year]: [Yearly theme changes]:** Badge art, banner art, and templates provided by CSLP and for use by members only.
    - **iREAD Summer [Year]: [Yearly theme changes]**: Badge art, banner art and templates provided by iREAD and for use by members only.

- **TD Summer Reading Club [Year]: [Yearly theme changes]:** For our Canadian clients, English and French templates that match the yearly TDSRC booklets are available for use.
- **Page Turner Adventures:** Badge art, banner art, and templates provided by Page Turner and for use by members only.

Annual Winter Reading Challenge Templates

- To make setup as simple and easy as possible, we create a winter challenge template each year:
  - **Beanstack Winter Reading [Year]**: A seasonal reading challenge template with badges, banners, and marketing materials.

Testing Your Challenge

The **Client Success Simulator** is built into your Beanstack admin dashboard. This tool continuously checks all challenges (both draft and published) for critical errors and best practices. The goal is all **green checks**✅ in all three sections.
- All **red X's** indicate a broken challenge and must be corrected before publishing.
- All **yellow notifications**⚠️ notify you that settings don't match with best practices and may detract from the user experience.

Once you have completed the review of your challenge(s) and site using the Client Success Simulator you will want to test the actual challenge from the patron experience; to complete this step we recommend using the **Challenge Code** feature.

This **recorded session** will walk you through the same steps our team uses to review challenges.

Best Practices for Testing a Challenge
- Set the start and end date of the challenge in a short window for testing (i.e. 04/01-04/10)
- Add a challenge code to limit availability to only those testing the challenge. Consider the word TEST as the code word.
- Use an existing test family account on your site or create one if one does not exist. Consider Family Test, Adult, Little, Middle, Teen as the names for future use.

Customizable Beanstack Marketing Pieces

We create marketing materials to help you promote your challenge(s), including bookmarks, customizable social media posts, flyers, posters, and postcards. Marketing materials are available in English, Spanish, and without copy.

- [Customizable Beanstack bookmark](#)
- [Mobile app flyers and postcards](#)
- [QR code to download the Beanstack Mobile App](#)
- [Beanstack logos](#)

Each challenge template also includes social media posts and flyers on the [Help Center](#). Simply click the links within the article or scroll down to the article's attachments to download the desired materials to your local device, open the zip files, and select the images you'd like to use.

How Do I Access and Customize Marketing Materials for Reading Challenges?

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

Once you open the Dropbox file, click the Download dropdown button and select Direct Download to download the materials to your computer. Next, open the zip file downloaded to your computer.

By opening the zip file, the original file will appear in your downloads. From there, you can open the images you would like to use.

Training Your Staff

There is no such thing as being overtrained!
After you build your challenge(s), it's time to get your staff on board. A fully engaged and positive staff will translate to an engaged and excited community. Allow our team to do the heavy lift of basic training, then gather your staff for specific library training about your programming.

- **Quick Start Guide**
  After you and your team attend our fundamentals courses, set your team up for additional success by using our **Quick Start Guide**. It is an editable PDF created with you in mind. Our team put in the bones, all you need to add is your library specific information.

We offer both live training sessions and an on-demand library of recorded trainings for staff and library administrators. Registration for the live sessions can be found here on the **Help Center**.

BeanstackEDU Training Tracks

BeanstackEDU Fundamentals Live Sessions:
- **Admin Essentials 101**
  This hourlong course is designed for library administrators who are responsible for the setup of their live Beanstack site. Attendees should plan to have their own site available to follow along. The session covers how to:
  - Review site settings
  - Update your landing page
  - Set up a challenge
  - Review staff accounts
  - Submit a challenge for review
  NOTE: This is a live session and will not be recorded.

- ○ **Admin Essentials 201**
  This hourlong course is designed for library administrators who are responsible for reports, insights, and drawings. Attendees should plan to have their own site available to follow along. This session covers:
  - Traditional drawings
  - Virtual tickets and ticket drawings
  - Reports
  - Insights

  NOTE: This is a live session and will not be recorded.

- ○ **Staff Essentials 101**
  This hourlong session is for users with staff access and higher and covers basic staff fundamentals, including:
  - Reader overview
  - People overview
  - Account creators and readers basics
  - How to create new accounts
  - How to update existing accounts

  NOTE: This is a live session and will not be recorded.

The on-demand library of recorded trainings for staff and library administrators can be found here on the **Help Center**.

BeanstackEDU Fundamentals On-Demand Recorded Sessions:
- ○ **Staff Essentials 102**
  This on-demand session is for users with staff access and higher. It includes information on:
  - Offline reader
  - Group registration
  - Virtual tickets

- ○ **Staff Essentials 103**
  This on-demand session is for users with staff plus access and higher. It includes information on:
  - Drawings
  - Insights
  - Reports

- ○ **Mobile App 101**
  This on-demand session is for all staff who work directly with the community, and covers reader basics using the mobile app, including:
  - The reader experience with logging, our friends and leaderboard feature, tickets, and your library community page on the mobile app
  - Using iPhones
  - Using Google devices

BeanstackEDU Presents: Special Live Webinar Events:
- ○ **Increase Staff & Reader Engagement**
  Discuss how to have a successful summer season by engaging your staff and community. Our library success team leads a discussion that includes:
  Best practices and tools for staff training
  Best practices for promotion and marketing
  Our favorite tools
  NOTE: This is a live session and will not be recorded.

- ○ **How to Make the Most Out of Beanstack**
  Level up your library admin Beanstack knowledge! Join the Beanstack Library Success Team to learn more about some of the engaging tools offered including bingo challenges, reading list challenges, Badge Books, reading lists, and more!
  NOTE: This is a live session and will not be recorded.

Registration for the Special Live Webinar Events can be found here on the **Help Center**.

Questions?

If you have any additional questions about challenge creation, please contact your library success manager directly.

If you have technical, app, or reader specific issues, please open a ticket at **beanstack.com/support**!