

Winter Reading 2022 Challenge Launch Kit for Libraries AUS/NZ



#WinterRead2022

TABLE OF CONTENTS

[Challenge Guidelines and Setup Tutorials](#)

[Winter Reading Challenge Artwork](#)

[Newsletter Blurb](#)

[Social Media and Hashtag](#)

[Prize Details](#)

[Customizable Marketing Pieces](#)

Challenge Guidelines and Setup Tutorials

Winter Reading Challenge Template

- To make setup as simple and easy as possible, we created a Winter Reading 2022 template.
 - [Beanstack Winter Reading: Australia and New Zealand](#): A traditional reading challenge template with logging badges for minutes or books, which readers can earn by logging reading for any title.
- To activate the challenge template on your site, go to Challenges, then select the Challenge Templates tab. Search for the “Beanstack Winter Reading: Australia and New Zealand” challenge template, select “Use This Template,” and edit as needed.
 - [Here is a recorded tutorial](#) on how to use the challenge template.
 - [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 Beanstack, you must officially register to participate in the challenge through [this page](#) by June 15, 2022. You must also set up your challenge according to the guidelines below.

Time Frame

- The official Winter Reading Challenge runs from July 1-31, 2022. You can run your challenge prior to and/or past July if you choose, however, we will only count reading logged from July 1-31.

Challenge Name

- Your challenge must have “Beanstack Winter Reading” in the 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 10 logging badges.

Artwork

- We grant 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 “Beanstack Winter Reading 2022 (AUS/NZ)” badge group within Beanstack’s challenge setup.
 - All images, including individual badges and the challenge banner, are [available for download at this link](#). You have our permission to use these images to promote Winter Reading 2022 at your library or school!
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Newsletter Blurb

From July 1 to July 31, **[insert library or school name]** will participate in the Winter Reading Challenge, sponsored by Beanstack. We challenge our **[patrons or students]** to read at least **[insert goal]** during the month and keep track of their reading on our Beanstack site at **[yoursite.beanstack.org]** or on the [Beanstack mobile app](#).

Libraries and schools across Australia and New Zealand are joining in too, for a chance at winning cash prizes up to \$1,000 from Beanstack.

Social Media and Hashtags

Hashtags and Sharing

Please encourage the use of the hashtag **#WinterRead2022**. We’ll be following along! Remember, you are more likely to get retweets, reposts, and comments from everyone by tagging us.

Zoobean Facebook: facebook.com/zoobean

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

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

Prizes

We will award cash prizes to top performing libraries and schools.

- **Grand Prize: \$1,000**
 - One library or school
- **Runner-Up: \$500**
 - One library or school
- **Honorable Mentions: \$250**
 - Two libraries or schools

We will determine winners based on many factors, including:

- **Outreach (libraries):** 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 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 and schools.

Customizable Marketing Pieces

What is available?

We created a number of marketing materials for you to promote your challenge!

These templates include social media sharing images and flyers.



How Do I Access Marketing Materials for WRC2022?

All of the marketing materials are available for download on our Help Center here:

[Beanstack Winter Reading: Australia and New Zealand](#)

Questions?

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