



FIRST 5 SAN BERNARDINO

Gift a Kid a Book

Literacy Campaign Tool Kit

First 5 San Bernardino works to promote, support and enhance the health and early development of children prenatal through age five and their families and communities in San Bernardino County. This year, we're thrilled to be launching the first annual Gift a Kid a Book campaign.

The Gift a Kid a Book campaign aims to share the importance of reading and literacy for children for their lifelong success and wellbeing. Studies show that 90% of a child's brain develops in the first five years of their life, so it's important to support their growth and encourage learning from the start. One of the best ways to help children develop an appreciation for learning is through reading. We're encouraging everyone to consider books as they begin to make their list of gifts for children this holiday season.

This toolkit is intended to help you share the importance of literacy and the free resources available to parents and caregivers in San Bernardino County! Please feel free to use any of the content included in this toolkit.



Social Media Posts and Graphics

First 5 San Bernardino Social Media Profiles

Facebook: [First 5 San Bernardino](#)

Instagram: [First5SanBernardino](#)

Twitter: [F5SB](#)



Social Media Post #1

Topic: Gift a Kid a Book campaign introduction

Suggested Timing: November 28-December 14

Copy: First 5 San Bernardino is launching the #GiftAKidABook campaign to support early learning and literacy for children under 5.

Visit first5sanbernardino.org/reading for resources and more information.

#Vision2Read



Social Media Post #2

Topic: Free books available

Suggested Timing: November 28-December 9

Copy: As part of the #GiftAKidABook campaign, First 5 San Bernardino is giving away free book bundles! Call 909.383.7706 to schedule a pick-up while supplies last.

#Vision2Read



Social Media Post #3

Topic: 90% of a child's brain develops by age 5

Suggested Timing: November 28-December 16

Copy: #DYK that 90% of a child's brain develops by age 5? Reading with children can help them learn, grow and establish a lifelong love for learning.
#GiftAKidABook #Vision2Read



Social Media Post #4

Topic: Reading together creates special moments

Suggested Timing: November 28-December 16

Copy: When you read with your child, you create special moments and bond with them.
#GiftAKidABook #Vision2Read



Social Media Post #5

Topic: Early learning and literacy

Suggested Timing: November 28-December 16

Copy: Establishing a love for learning and literacy at a young age sets children up for lifelong success.
#GiftAKidABook this holiday season to share the joy of reading with them.
#Vision2Read



Sample Newsletter Articles

Article #1

Title: Get your free book bundle from First 5 San Bernardino

Copy: First 5 San Bernardino is giving away free book bundles to parents and caregivers in San Bernardino County as part of their "Gift a Kid a Book" campaign. To schedule a pick-up, please contact LuCretia Dowdy at ldowdy@cfc.sbcounty.gov or call 909.383.7706 while supplies last.



Article #2

Title: Read books with Santa in the High Desert!

Copy: First 5 San Bernardino is hosting a book reading with Santa in the High Desert. Join us at the Victor Elementary School District (VESD) Family Resource Center on Tuesday, December 6 at 9:30 a.m. for a book reading with Santa, photo opportunities and free book bundles!



There will also be a drive-through book bundle distribution from 2-4 p.m. The book bundles include books suited for children up to age 5 and will be available while supplies last. Register for free at https://docs.google.com/forms/d/e/1FAIpQLSevHNn772n0hqbnVyzf3_24c5U8-XsRP2fXEarL0fp60iaO_g/viewform?usp=sharing.

Article #3

Title: Gift a Kid a Book this holiday season

Copy: First 5 San Bernardino is encouraging parents and caregivers to give kids books in addition to toys this holiday season. Sharing the value and joy of reading with young ones early on can help them develop essential literacy skills. First 5 San Bernardino has free book bundles available that make great gifts for kids ages 0-5. To schedule a pick-up, please contact LuCretia Dowdy at ldowdy@cfc.sbcounty.gov or call 909.383.7706 while supplies last.



Resources

First 5 San Bernardino | Gift a Kid a Book: <https://first5sanbernardino.org/reading>

First 5 California | Access Free Children's Books: <https://www.first5california.com/en-us/activities/5-ways-to-access-free-childrens-books/>

First 5 California | How to Read with Your Newborn: <https://www.first5california.com/en-us/articles/how-to-read-with-your-child-at-every-age-newborn/>

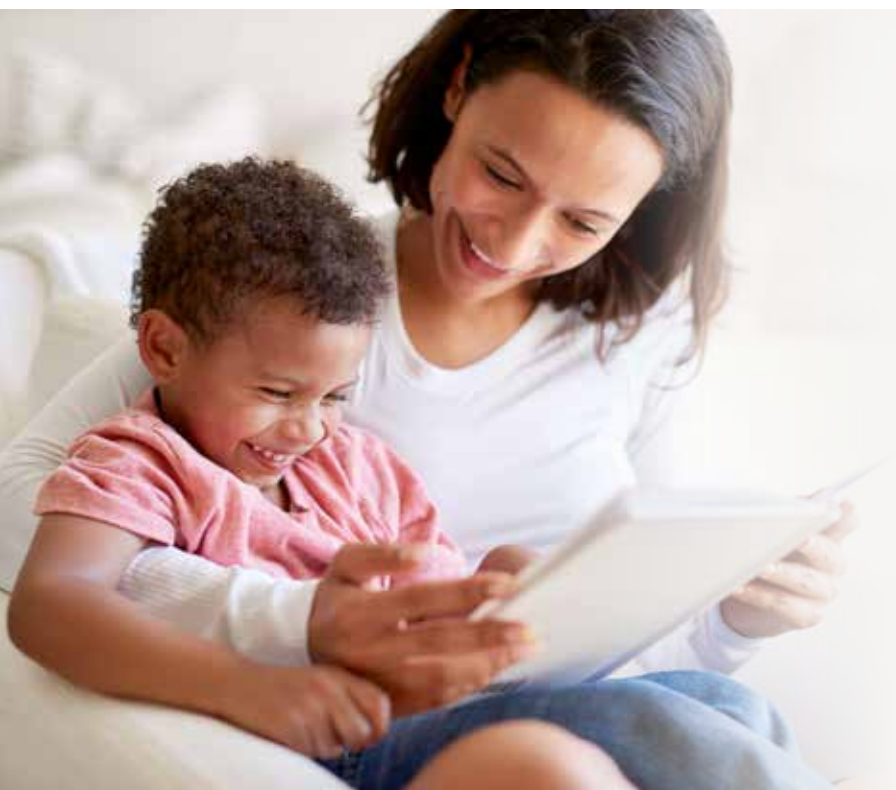
First 5 California | How to Read with Your Baby: <https://www.first5california.com/en-us/articles/how-to-read-with-your-child-at-every-age-baby/>

First 5 California | How to Read with Your Toddler: <https://www.first5california.com/en-us/articles/how-to-read-with-your-child-at-every-age-toddler/>

First 5 California | How to Read with Your Preschooler: <https://www.first5california.com/en-us/articles/how-to-read-with-your-child-at-every-age-preschooler/>

First 5 California | The Importance of Reading: <https://www.first5california.com/en-us/articles/the-importance-of-reading/>

Growing Book by Book: <https://growingbookbybook.com/>



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