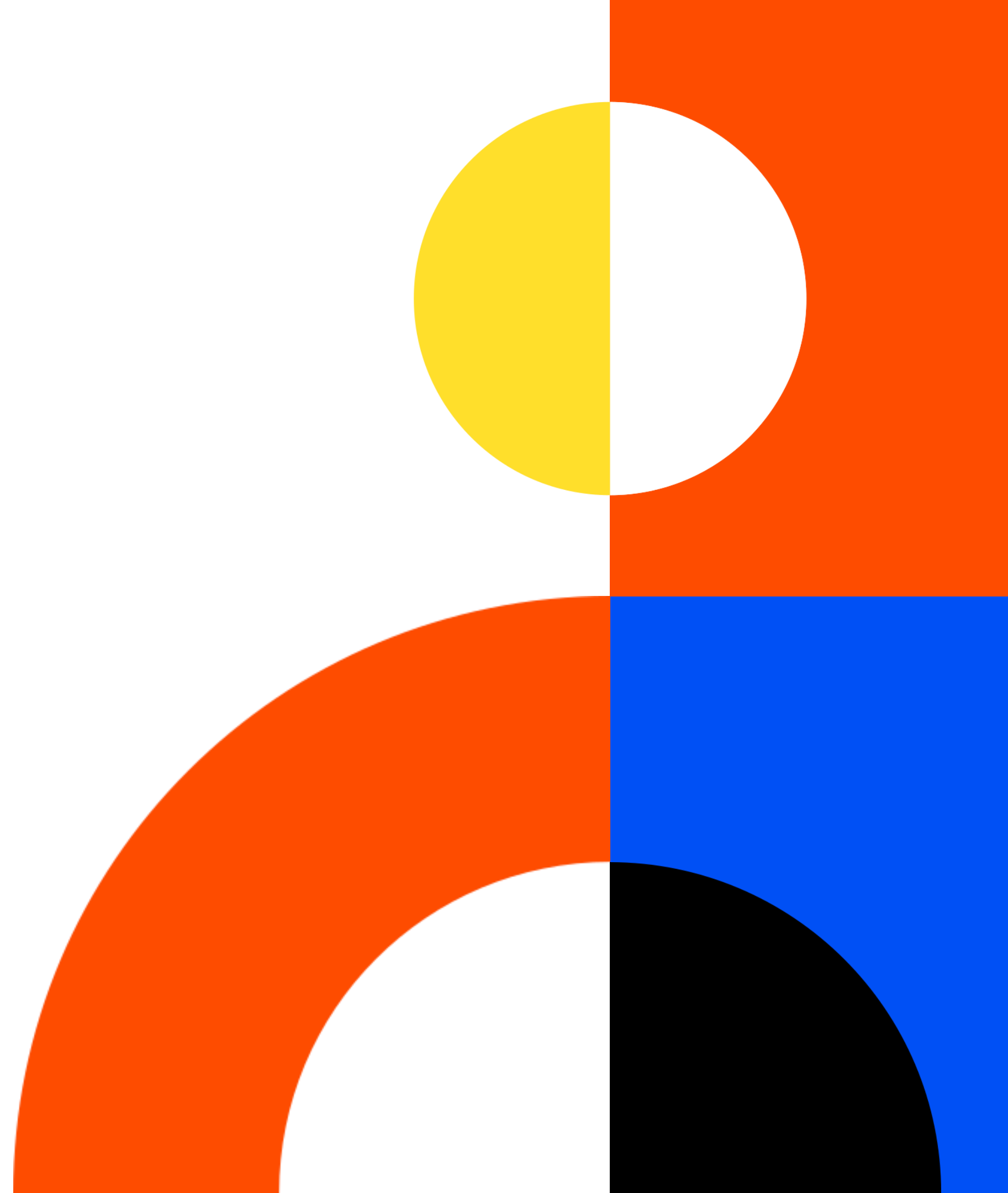
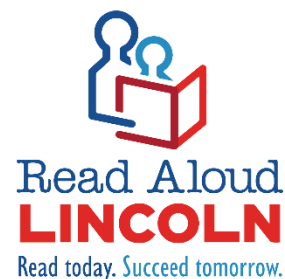


Read Aloud in Your Community

Ali Bousquet-Read Aloud Advocate
at Lincoln City Libraries





What's the plan today?

We're talking about:

- Be the expert
- What's the goal?
- Start the conversation
- Meetings and Outreach
- Build Relationships and Connections
- Read Aloud Lincoln

Be the Expert

In early childhood, in literacy, in your community.

Literacy

Read up

- Jim Trelease's Read Aloud Handbook
- The Enchanted Hour by Meghan Cox Gurdon

Websites

- [Read Aloud 15](#)
- [Scholastic Reading Reports](#)
- [Reading Rockets](#)
- [NAEYC](#)
- [Zero to Three](#)

Webinars

- InfoPeople, WebJunction, ALA on-demand, NLA
 - Supercharged Storytime

In your community

Find out what's already going on

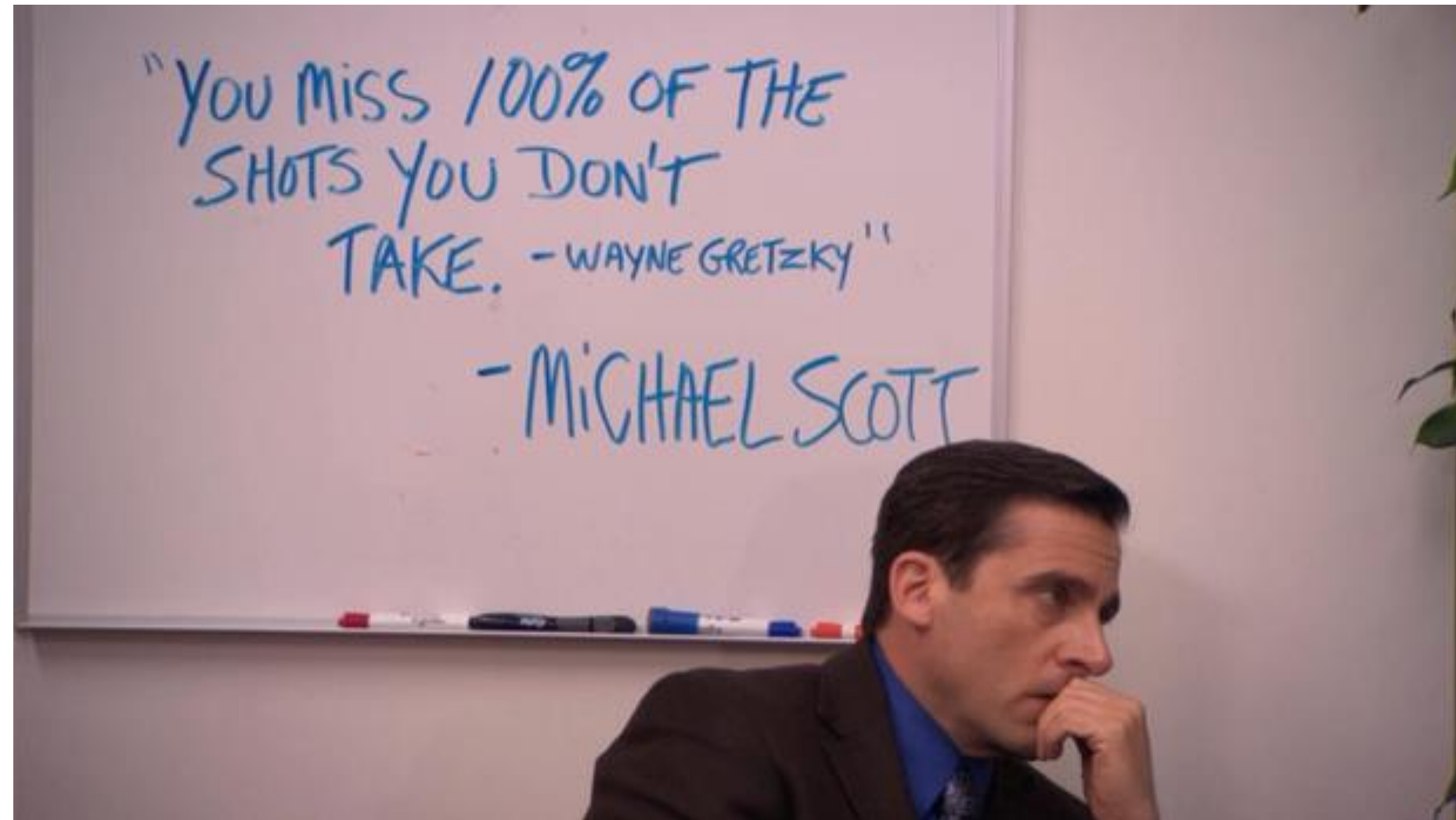
- Social media
- Newsletters
- Listservs

Look at the data

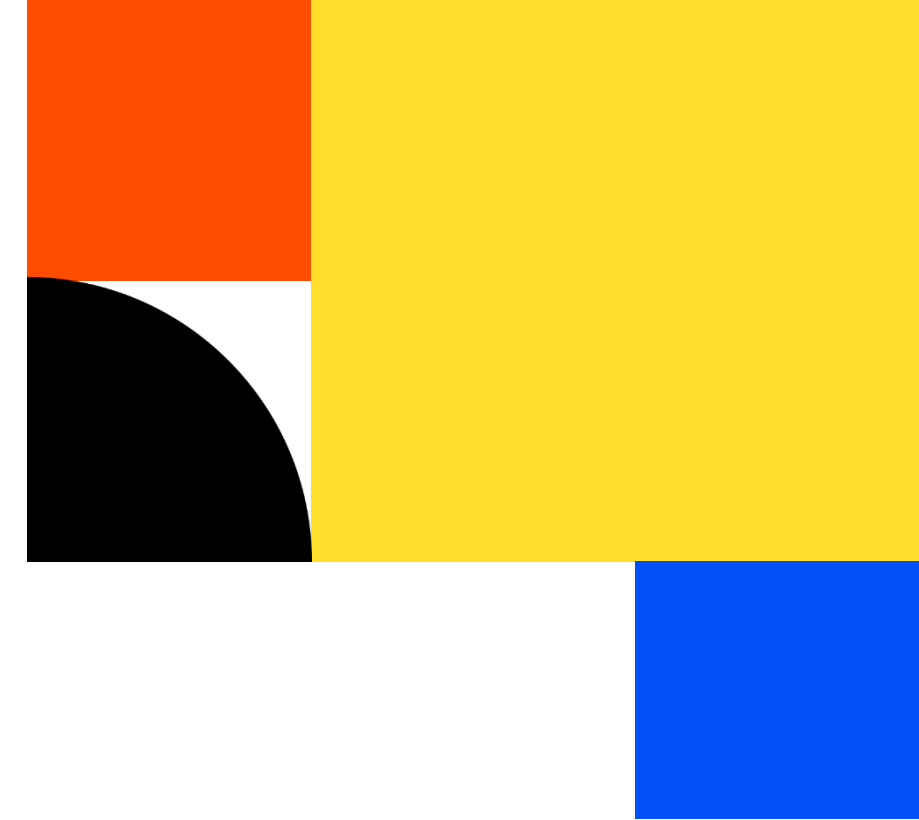
- Census data
- [Casey Family maps](#)
- DHHS: Childcare info



**Figure out your goal
and take your shot.**



Start the Conversation



Prepare your Pitch

3-4 sentences maximum

- Who you are
- What you do
- Who you work for
- What's your goal and your "why"?

Right it down and repeat it loud!

Be Specific

What do you bring to the table that few others can?

Why are you reaching out to them— what makes them a unique and exciting organization?

-Remember, do your research!

Keep the door open

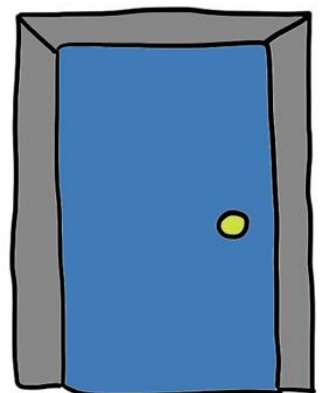
Wedge your foot in the door!

- Concrete: When can we meet?

Follow up after a reasonable period.

- Try, try again. The worst they can say is "no".

Can someone you know add legitimacy to your reach?





Meetings and Partnerships and Outreach, oh my!

Meetings and Partnerships

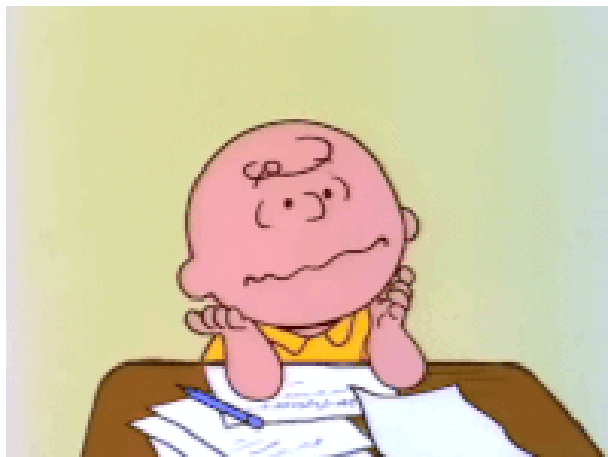
Bring something to leave them with

Ask and listen-roots before branches

If you can, say yes to an opportunity on the spot!

Keep the momentum going

- Action items
- Send a follow-up email



At an outreach event

Make it pretty and come with activities

Network at the event

Thank the organizer

Build Relationships and Make Connections

Be present

- Join and attend meetings
- Stay connected to the relationships you've already made—check in

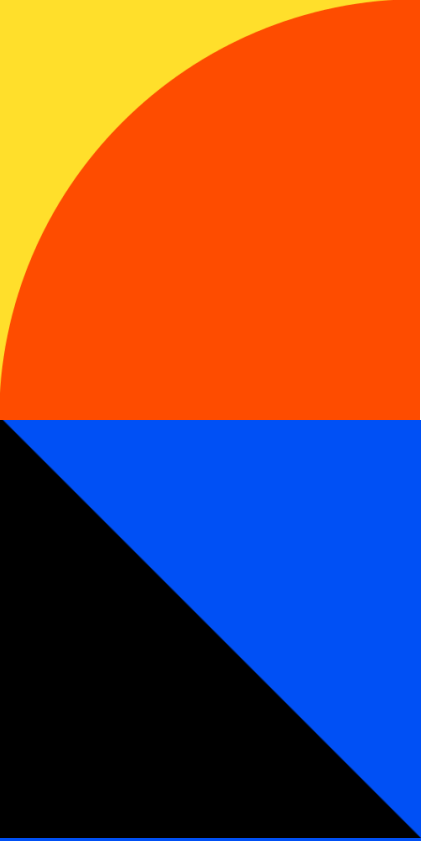


Connect others

- Invite others to join
- “Great for her! Not for me.”
 - Not every opportunity is right for you or your organization. If you pass it to someone else better suited, you're still making that connection and helping the cause.

Create and Share information

- Share posts of orgs you work with or want to work with in the future
- Social media posts others can share
- Create content for newsletters



What's My Goal?

RAL focus

Reading aloud with children in the first three years of life.

RAL "Why":

- Juicy years of brain development
- An audience often missed in traditional library service
- Schools are natural partners
 - Early childhood is harder to serve

How?

- Educational information specifically targeted at 0-3
- Collection work to serve diverse Lincoln 0-3 population.
- Free books: immediate access to materials.
- Targeted work with breastfeeding groups, medical field, community centers, childcare facilities



Thank you!

If you want to reach me:

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