



Growing Wisconsin Readers Outreach Scripts

Part of the Growing Wisconsin Readers initiative involves public librarians reaching out to childcare providers in order to display Growing Wisconsin Readers brochures and posters in their facilities. The sample scripts below were created by public librarians from different parts of the state. Use these suggestions to shape the conversations you might in person, on the phone, and via email with members of your community. Good luck!

General Situations

1. "Hi, I'm from the public library. As an organization that deals with early literacy, I know that you and I share a similar goal of getting kids reading-ready, and it's hard to do it alone! At the library, we have some great ways to help parents and caregivers get kids "reading-ready": a special space designed just for parents and tots; storytimes made specifically for boosting the brains of infants, babies, toddlers, and preschoolers; and book collections that provide opportunities to bolster a young child's love of learning. I wanted to make sure I dropped off some materials from Growing Wisconsin Readers, an initiative created to help parents and caregivers discover easy ways to turn their kids into readers—and this includes visiting the library! It would be great if you could share these tips with the families you serve by displaying them. If you or your clients do not have a library card, it's easy to get one for free at the public library. Hope to see you there!"

Submitted by Sara Bryce, Youth Services Librarian, La Crosse Public Library

2. "Hi! My name is ___ and I am the ___ at the ___ Public Library. I was wondering if you could take a few minutes to talk about some reading programs that we are trying to implement through the Library. We have been working hard at the Library to start an early literacy program called "1000 Books Before Kindergarten." So far it is going fantastic! The period between birth and kindergarten is crucial to developing literacy knowledge, skills, and a positive attitude toward reading and learning. Children exposed to literacy at this early age typically go on to have more success at school and at life in general. Growing Wisconsin Readers seeks to expand early literacy by partnering with libraries and child care providers in the community to spread the message about the importance of early literacy. What I am asking is if you would be willing to display (and/or share) some posters and/or brochures about Growing Wisconsin Readers mission: Support caregivers of young children with information about early literacy so they can prepare children for learning at school and beyond. By fostering a relationship between the Library, the State, and you, we can all work together to give our kids the best shot at success."

Submitted by Arin C. Wilken, Director, Mondovi Public Library

3. "Growing Wisconsin Readers is a statewide initiative rooted in public libraries that aims to support Wisconsin caregivers of young children with information about early literacy so they can prepare children for learning at school and beyond. Please consider partnering with ___ Library by displaying the enclosed brochures and poster to help get the message out about Growing Wisconsin Readers. Also enclosed are ___ Public Library events calendars. Learning to read begins at birth and looking at books with children every day is one of the most important things adults can do for their future. Sharing books strengthens their foundation for learning and makes them more ready for school. ___ Public Library has many pre-school programs that support Growing Wisconsin Readers. Call us or check out our website for more information."

Submitted by Ann M. Herrmann, Children's Services Manager, Manitowoc Public Library



4. “Hi, I am ___ with the ___ Library. One of our main goals is to promote reading at an early age. ___ recommended that I contact you. May I have a moment of your time to explain an early literacy program? Reading to children at an early age exposes them to language and print. This exposure creates a boost for them when they enter school. The term for this is early literacy. You may have seen that ___ Library has the 1000 Books Before Kindergarten Program. This program encourages daily reading to children and offers tips and ideas on how to read to children and use print in everyday events. The library also offers ___ (Day Care Drop Off or Book Delivery), so that children you care for can be exposed to print on a daily basis. There are many ways to interact while reading with children using books, ebooks, road signs, etc. that will increase early literacy. Growing Wisconsin Readers is a program that offers ways for adults to boost early literacy with children at different ages –from birth to school age. The program has posters and brochures available. Are you willing to set up a poster or some brochures and offer them to parents?”

Submitted by Kim Metzke, Director, Greenwood Public Library

5. “Hello, my name is ___ and I am the Youth Librarian at the ___ Library. I noticed your program seems really committed to making sure that young children get the best start in life and I was hoping that I could share with you some of the things that we offer here at the library to support your efforts. (Discuss your library’s services to educators or early literacy programs offered here.) Did you know the state of Wisconsin also has an initiative called Growing Wisconsin Readers that works to further support caregivers of young children with information about early literacy? The more parents hear about early literacy the better, and if we are all sharing the same message we can make a huge difference in a child’s school readiness and success. Would you be interested in sharing some of the Growing Wisconsin Readers brochures and posters with your parents? Each brochure includes great tips on how to read effectively with babies, toddlers, and young children and includes information about using the library. Great, I will send some over. Thanks for your time and please let me know if the library can help your program in anyway.”

Submitted by Terry Ehle, Youth Services Coordinator, Lester Public Library (Two Rivers)

Specific Situations

Asking a daycare/preschool facility with whom you are unfamiliar to display some brochures and/or a poster.

- a) “Hi! I’m ___, the ___ at ___ Library. We’re rolling out a new initiative called Growing Wisconsin Readers that is public library-based. I have brochures that describe ways that parents and other adults can share books with babies, toddlers, and young children. These methods effectively help children develop skills that are important to later success in reading. If you’d like, I can also give you a poster to display. Both the brochures and the poster list our Storytime schedule, our website and my contact information. We will also have brochures in Spanish and Hmong available in the near future if you need them. I know that you value reading and hope that you will consider helping public libraries throughout Wisconsin spread the message of how parents, families, and other caregivers can support their budding readers. I’d also like to invite you to bring a group of children to our morning Storytime session anytime. Just let me know if you’ll be bringing more than twelve children so that I can have ample craft supplies ready. We use crafts to connect stories to experience and bring reading to life.”

Submitted by Sarah Cournoyer, Assistant Director & Children’s Librarian, Horicon Public Library



Asking a daycare/preschool facility with whom you already have a connection to display some brochures and/or a poster.

- b) “Hi ____, it’s ____ calling from the Library. Do you have a minute or two to talk? I am calling to let you know I have some brochures and posters that highlight a new state program called Growing Wisconsin Readers. I was wondering if I could drop some of these off so you could share them with the parents of your day care kids. The main goal of this new program is to get families reading to and with their children as early as possible in order to help the kids do well in school and become lifelong readers. I’m sure you’ve read some of the research that is out there about how most of a person’s brain development occurs in the first five years of life. And I’m sure you know that reading is a great way to help that development along. The library is interested in getting the word out to parents, especially young parents, that it is never too early to start reading to your children. I have concerns about how more and more people are using videos with their very young children and it’s not nearly as beneficial as reading. Can I bring some of these brochures down?”

Submitted by Ellen Connor, Director, Sturm Memorial Library

- c) “Hi, ____, do you have a moment? (Have brochures in hand) These are some brochures and a poster from an initiative called Growing Wisconsin Readers and I was wondering if you would be willing to read the brochure and then share them with the parents of the children you care for? Growing Wisconsin Readers is a statewide effort to get the word out about the enormous benefits of reading to your children, even at a very young age. 85 percent of a person’s brain is developed by age five and reading is proving to be a great way to help that development. I’m sure you already know a lot of this but perhaps some of your parents don’t. Reading is particularly more beneficial than watching videos because of the interaction that takes place – the brain absorbs the information in a way that is much more effective. Kids who are read to every day from an early age have such a better chance of doing well in school and almost always become lifelong readers. You just can’t go wrong with this simple habit. We are trying to get the word out about this and thought you would be a logical person to ask to help.”

Submitted by Ellen Connor, Director, Sturm Memorial Library

- d) “I have some brochures for a public library based-initiative called Growing Wisconsin Readers that shows parents and families how to help babies, toddlers, and young children gain early literacy skills that will assist them in becoming readers. I know that you understand the importance of reading because you bring children to Storytime each week. Would you be willing to share these brochures with your clients? They can help you talk about effective ways to share books and reading with children to their parents. My contact information is listed on the brochures in case you or the parents have any questions. Thank you!”

Submitted by Sarah Cournoyer, Assistant Director & Children’s Librarian, Horicon Public Library



- e) "Thanks for bringing the children to Storytime today. Before you leave, do you have a moment to talk about a brochure we are introducing? It's for a new initiative called Growing Wisconsin Readers and it provides parents with tips on effectively sharing books with their babies, toddlers, and young children. These tips will help their children build early literacy skills that they'll need to become readers later. I know you value children's literacy and this initiative brings public libraries into the community of parents and educators helping children gain the crucial skills necessary in learning to read. I can send you back to the preschool with the brochures and a poster describing how parents can grow Wisconsin readers or I'd be happy to drop them off in the next day or two if that would be more convenient. My contact information and the library's Storytime schedule is included on the materials."

Submitted by Sarah Cournoyer, Assistant Director & Children's Librarian, Horicon Public Library

- f) "I appreciate all the times you have allowed me (or our library staff) to present outreach events at your daycare over the years. You have been very helpful in letting families know about activities we do at the library as well. Thanks to you many families over the years have also attended our in-library storytimes. Recently, you also helped families learn about the new 1,000 Books Before Kindergarten program. Now our staff is working with other libraries around the state and the Wisconsin Chapter of the American Academy of Pediatrics to show parents how the library can help them prepare their child for school. I have some brochures with suggested authors for each preschool age range. Would you share these with families? Thank you."

Submitted by Kristine Millard, Co-director & Youth Services Librarian, Lodi Woman's Club Public Library

Asking a larger organization, such as a church or YMCA, to display some brochures and/or a poster in an area visited by families with young children.

- g) "Thank you for giving me a few minutes today. I know your organization interacts with a lot of families, and at the library we do, too. We have similar goals toward helping families to live healthy, productive lives. You have a unique opportunity to show parents how they are already doing great things, and regular visits to the library can enhance the skills children will need before they begin school. Families of preschoolers can find storytimes, free play space, books and ebooks, and knowledgeable librarians who are always willing to help find an old favorite, or just the right book to give moms and dads a break from "a telephone, and a red balloon, and a picture of the cow jumping over the moon." To get them started, we have these brochures and a poster. Do you have space for these?"

Submitted by Kristine Millard, Co-director & Youth Services Librarian, Lodi Woman's Club Public Library

- h) "Hi Pastor (Reverend, Father, Sister, etc.), this is ___ calling from the ___. Do you have time to talk? I am calling because the library is involved in a statewide effort to get the word out about how beneficial it is to read to your kids every day. I have some brochures and a poster from an initiative called Growing Wisconsin Readers and I was hoping the church would be willing to display the brochures and hang the poster up on your Bulletin Board for a while. The reason this statewide initiative has been started is because there has been some in depth research done that statistically proves that reading to children from a very young age increases the chances that those children will do well in school and lead more productive lives. Today's parents have so many more distractions than previous generations did and it's getting more difficult for them to find the time to read to their children every day. We think if parents know how beneficial reading to their kids is they will make it a priority in their daily lives. Churches are such a great place to reach families with young people. Can I drop these materials off for display?"

Submitted by Ellen Connor, Director, Sturm Memorial Library