READING ADVOCATE TOOL KIT

**INSTRUCTIONS:**

The Texas Association for the Education of Young Children (TXAEYC) and BookSpring have launched the statewide Books Beginning at Birth program, designed to bring books into children's homes from birth through age 4 to increase oral language proficiency in pre-kindergarten learners. We need your help to reach and enroll the families who can benefit from this opportunity to build their own library of diverse, high-quality books. This program is made possible in part through the Texas Education Agency.

As a Family Reading Advocate, your organization can help more families read together every day by sharing information about the program with families and encouraging them to sign up online at b3tx.org or by phone, by calling (888) 952-9572 (callers will be asked to press 0 to leave a message and follow the prompt).

**HOW TO HELP?**

**Spread the word!**

You can help us by directing families to [www.b3tx.org](http://www.b3tx.org). Families can apply to have books delivered to their homes, at no cost to them, and access free digital books and other online resources (no log in or sign up required).  They can also call (888) 952-9572.

**Digital Library link can be used by your educators and parents alike:** [**https://b3tx.org/digital-books-resources/**](https://b3tx.org/digital-books-resources/)

**Flyers, posters, graphics, and QR codes to share with families can be downloaded here:**

[**https://b3tx.org/family-reading-advocate/**](https://b3tx.org/family-reading-advocate/)

You may use the message templates below to share with families and caregivers via email, text, or your social media.

**EMAIL TEMPLATE:**

Hello (NAME) or Hello families! 

If you are a **parent or caregiver of a child 4 years old or younger** in Texas, you can now access high-quality print and digital books and reading at home tips to support your child's development.

**Books Beginning at Birth** is a statewide program that provides families with children from birth to age 4 with access to free books and resources to support the development of early literacy skills.

*Apply to receive books every six months at home!*

*Access free digital books anytime! No login or sign up required.*

Reading together is fun and easy with Books Beginning at Birth! Prepare your children for a bright future. Watch a short video and sign-up today at <https://www.b3tx.org/> or call (888) 952-9572.

*Books Beginning at Birth is presented by the*[*Texas Association for Education of Young Children*](https://www.texasaeyc.org/)*and*[*BookSpring*](http://www.bookspring.org/en/.org)*.*

¡Hola (nombre) o hola familias!

Si eres padre, madre o cuidador de un niño de 4 años o menos en Texas, ahora puedes acceder a libros impresos y digitales de alta calidad y consejos de lectura en casa para apoyar el desarrollo de tu hijo.

Books Beginning at Birth es un programa estatal que ofrece a las familias con niños desde el nacimiento hasta los 4 años acceso a libros y recursos gratuitos para apoyar el desarrollo de habilidades de alfabetización temprana.

¡Inscríbase hoy para recibir libros cada seis meses en casa!

¡Accede a libros digitales gratuitos en cualquier momento! No es necesario registrarse ni iniciar sesión.

¡Leer juntos es divertido y fácil con Books Beginning at Birth! Prepare a sus hijos para un futuro brillante. Vea un vídeo corto y regístrese hoy en <https://www.b3tx.org/> o llame (888) 952-9572.

*Books Beginning at Birth es presentado por la Asociación de Texas para la Educación de Niños Pequeños (the Texas Association for Education of Young Children) y BookSpring.*

**TEXT TEMPLATE:**

Families in Texas can apply for print books and access digital books anytime. Go to b3tx.org or call (888) 952-9572 to sign up today!

*Spanish*: Las familias en Texas pueden solicitar libros y libros digitales gratuitos. Vaya a b3tx.org o llame (888) 952-9572 para inscribirse hoy!

**SOCIAL MEDIA**

**Please be sure to tag us using the handles provided below. We appreciate your support!**

Read, learn, and grow with your child! Texas’ Books Beginning at Birth makes reading together fun and easy. Learn more at <https://www.b3tx.org/> @bookspringatx @txaeyc

Reading together is a great way to build a bond with your baby and support their brain growth. Texas families can apply for books today. Learn more at <https://www.b3tx.org/> @bookspringatx @txaeyc

@booksbeginningatbirth provides families with young children from birth to age 4 with access to books in Texas. You can help support the development of early literacy skills. Learn more at <https://www.b3tx.org/> @bookspringatx @txaeyc

Reading together is fun and easy with Books Beginning at Birth! If you love your little Texans, sign-up today at <https://www.b3tx.org/> @bookspringatx @txaeyc

Did you know @booksbeginningatbirth will mail books to families anywhere in Texas? Apply for your books at <https://www.b3tx.org/> @bookspringatx @txaeyc

Families in Texas with children from birth to age four can apply to receive print books and access digital books, no login or sign-up required, when they visit <https://www.b3tx.org/> @bookspringatx @txaeyc

Books build brains and bonds! Sign-up for the Books Beginning at Birth program at <https://www.b3tx.org/> @bookspringatx @txaeyc

Leer juntos es divertido y fácil con Books Beginning at Birth! Si amas a tus pequeños texanos, regístrate hoy mismo en <https://www.b3tx.org/> @bookspringatx @txaeyc

¿Sabías que @booksbeginningatbirth enviará libros a familias en cualquier lugar de Texas? ¡Solicita tus libros en <https://www.b3tx.org/> @bookspringatx @txaeyc

Las familias en Texas con niños desde el nacimiento hasta los cuatro años pueden solicitar recibir libros impresos y acceder a libros digitales sin necesidad de registrarse en <https://www.b3tx.org/>! @bookspringatx @txaeyc

Los libros desarrollan cerebros y vínculos! Inscríbete al programa Books Beginning at Birth en <https://www.b3tx.org/>. @bookspringatx @txaeyc

-END-

REV. 10-10-2023