

Top Tips for Organizing Your Event

1. Pick an activity. Some ideas include:

- A march, parade, or rally with sign-making and participation prompts
- Banned book storytimes and community read-ins
- Panel discussions that include student perspectives
- Community murals, button- and bookmark-making, arts and crafts
- Film screenings
- Book displays of banned materials or book recommendations
- Giveaways and merch (buttons, stickers, bookmarks). [Free printable downloads here.](#)
- Civic participation stations to check voter registration and create a plan to vote. *For 501(c)3 nonprofits, be sure to follow the IRS guidelines for non-partisan get out the vote initiatives. Checklist by Bolder Advocacy is [here](#).*

2. Pick a time on Let Freedom Read Day, Saturday, October 11, that will work best for your community.

3. Choose a location where a crowd can gather. Be sure to prepare any tech (microphones, screens, stage) you may need.

4. Add your event to the Banned Books Week calendar to promote it: BannedBooksWeek.org/events.

5. Take precautions to keep your event safe and fun for all.

Precautions to take include:

- Monitoring social media and emails for threats or indications of planned protest activity.
- Inspecting areas around planned event venues for suspicious articles or persons, and restricting access to only those authorized.
- Reporting any suspicious activity as soon as possible to security and law enforcement.
- Reviewing ALA's strategies and resources for [responding to and preparing for potentially controversial programs](#).



- Being prepared to answer [common questions about book bans](#).

6. Get informed! Check out these [talking points and key messages](#) about book bans and challenges.

7. (For rallies, marches, and protests) Gather speakers. Invite people who are passionate about the freedom to read to speak about it. Consider local community leaders, authors, librarians, or educators who want to share personal stories, and performers. Be sure to choose an emcee who can facilitate the event!

8. Consider having music or a DJ.

9. Gather partners. Invite other local organizations and groups who may be interested in participating, e.g. nonpartisan voter education groups, faith-based organizations, school leadership, or local small businesses.

10. Spread the word!

- Use posters and flyers in your community to let people know about your activity
- Use our [social media toolkit](#) to get the word out online!
- Reach out to local press who may want to cover the event two to three days beforehand.
- [Register your event with us](#) so we can include you on our list of participating sites around the country.

