

2021 Winter Reading Challenge

Date(s):

Jan 1st – Mar 20th

Cost:

YTD \$0

Approved for: \$200

Description

The 2021 Winter Reading Challenge encourages individuals to read books beyond their regular reading habits. Participants can complete challenges on their bingo boards, earn bingos, and enter for prizes at the end of the program.

Publicity

The first Facebook post about the Winter Reading Challenge was published on January 21st, 2020. It reached 144 people with an engagement of 16. The post is attached in appendix A.

Radio stations and the Mitchell Republic received a press release for the winter reading challenge on December 30th, 2020. The press release is attached in appendix B

The second promotional post was made on December 31st, 2020. The post reached 218 people with an engagement of 14. The post is attached in appendix C.

Ongoing publicity is occurring through the bi-weekly Adult Services Live-Stream. Zack keeps track of a card to update while he talks about new books and other things happening in Adult Services.

Impact

READSquared Registration¹

Participants: 8

of Cards Handed Out:

39 out of 40

Future

Continued publicity through bi-weekly live streams.

Posting about prizes when they are purchased

Updates to the library Facebook Page when prizes are selected and purchased

Press release for when to return bingo boards to the library.

¹ Stats current as of January 21, 2021

Appendix A



 **Mitchell Public Library** Published by Canva [?] · December 21, 2020 · 🌐

We're starting 2021 with a new reading challenge!

Books completed from January 1st to March 20th are eligible to count towards tasks in our Winter Reading Challenge. Completing a bingo earns you one entry for a prize from local Mitchell businesses.

You can preregister for the challenge at <https://mitchellsd.readsquared.com/ComingSoon.aspx>

Physical cards are available at the library. You can also download the card at <https://www.cityofmitchell.org/542/Adult-Services>

Good luck and happy reading!



MITCHELL PUBLIC LIBRARY

**WINTER
READING
CHALLENGE**

Complete bingos for a chance to win prizes from local
businesses

Appendix B

FOR IMMEDIATE RELEASE

Contact:



Zack North, Mitchell Public Library, 605-995-8480

Mitchell Public Library Invites the Public to Participate in the 2021 Winter Reading Challenge

Mitchell Public Library invites adults to participate in the 2021 Winter Reading Challenge from January 1st to March 20th. The goal of the program is to encourage people to read books beyond their regular reading habits. Participants will receive a bingo card with a different challenge listed in each box. After reading or listening to books in each category, participants will mark off their bingo cards' challenges. Each completed bingo earns one entry into a drawing for prizes from local businesses. Those interested in joining the challenge can obtain a bingo card in person at the library's front desk or download it from the library's Adult Services webpage (<https://www.cityofmitchell.org/DocumentCenter/View/2687>). Participants may also register to track their progress through the Library's READSquared website (<https://mitchellsd.readsquared.com/>). Library staff is available to help readers select books for each challenge category.

For more information, please contact Zack North at the Mitchell Public library: 605-995-8480


Appendix C

**Mitchell Public Library**
Published by Canva [?] · December 31, 2020 · 

The 2021 Winter Reading Challenge starts today! There are a couple of ways you can get a bingo card.

You can register through our READSquared website at <https://mitchellsd.readsquared.com/Register.aspx...>

Cards are available for pick-up at the library. You can also download and print a copy of the bingo card at <https://www.cityofmitchell.org/542/Adult-Services>



WINTER READING CHALLENGE

Read a book of true crime	Read a fan fiction or adaptation	Read a book by or about a refugee	Read a short story	Read a book by a Native author
Listen to an audiobook	Read a nonfiction book	Read a book from a genre you never read	An award-winning book	Read a novella (under 120 pages)
Read a western	Read a classic of genre fiction	FREE	Read a book with a cover you hate	Read a book by a journalist or about journalism
Read a graphic novel	Read an author's debut novel	Read a memoir	Read a book that has been banned	Read a cozy mystery
Read an assigned book you hated (or never finished)	Read a manga	Read a horror novel	Read a collection of poetry	Read the first book in a new-to-you series

Name _____ Email _____
Phone # _____ **See back for more information**