



## Día Planning

**D**elight in Celebrating Children and **Bookjoy**

**I**nspire Collaboration To Grow a Nation of Reading Families

**A**dvocate annual April Children’s Day, Book Day Celebrations in Your Communities

1. Planning April Children’s Day, Book Day celebrations can be fun and rewarding. Annual April Book Fiestas don’t require a large budget. Whether the celebrations are small or large, create an annual tradition.
2. Growing the Día concept in your community and nationally requires what you have: optimism, energy, creativity, determination, and collaboration.
3. Remember: vision—and revision. We need enthusiastic, reliable allies.
4. Parents, diverse parents, are important as valued members of your literacy team.
5. Forming new partnerships requires patience and consistency.
6. Promote Summer Reading Programs as part of your celebration.
7. Your book fiestas deserve visibility to reach their potential in our democracy. Publicize your celebrations in the languages of your patrons on social media, radio, TV, and local publications.
8. April Día celebrations strengthen our diverse communities.
9. Spread the Día word. Write articles for professional journals, use social networking options, volunteer to speak at conferences, to present Children’s Day, Book Day, Día programs and share successful ideas locally, regionally, and nationally.
10. Sharing **bookjoy** is fun, rewarding and important. Children’s Day, Book Day (Día) needs YOU and your unique talents. Join our creative and committed Día community.

More about Día:

Explore Pat Mora’s Día website: <http://www.patmora.com/whats-dia>

Read about the Mora Award: <http://www.patmora.com/mora-award>

Meet Día Dynamos: <http://www.patmora.com/dia-dynamos>

Celebrate Día with First Book: <https://www.firstbook.org/CelebrateDia>

Día resources from ALSC: <http://dia.ala.org>

*In this booklet, which can be printed, as can the individual pages, you’ll find helpful tips to share with your planning committee or colleagues. I am deeply grateful to my friend Laurina Cashin for her creative assistance.*