



Planning Checklist for April Día Celebrations

EVERY Día celebration, small or large, is important. I hope you'll find this list helpful whatever your exciting goals are.

January - March

1. Review your book collections and evaluate for diversity and inclusion. Explore options for book donations. If you serve kids in need, First Book provides free and low-cost new books and other resources. (Sign up at firstbook.org/libros).
2. Finalize program, speakers, performers, class performances, and special guests such as local officials and celebrities. Prepare speaker/author contracts and make travel arrangements.
3. Outline the publicity and media campaign including social media outlets, PSAs, etc.
4. Order promotional items, books for giveaways, and craft supplies. Also, order refreshments.
5. Confirm attendance by leaders at the celebration site—building directors, principals, etc. Since a Día goal is to connect with new and familiar families, it's important for leaders to show their commitment by greeting attendees. Include a Summer Reading Coordinator to explain when, how and why to sign up. Remind all speakers to multi-generational audiences to be brief.
6. Recruit and train volunteers. Design evaluations if desired.
7. Remember to post your Día events at <http://dia.ala.org>.

April

1. Decorate your school, library, center, etc. for April celebrations. Construct signage, multi-language if appropriate. (See page 8). Design and create book displays.
2. Enjoy your book fiesta and document the event(s).
3. Remind attendees that Día is a yearlong family literacy initiative (*día por día/day by day*) with annual, culminating family celebrations in April.
4. Thank your partners and hold a de-briefing session.

September - November

1. Form diverse partnerships. (See page 9). Create a Día committee that includes librarians, teachers, parents, local literacy programs, non-profits, and funders. Also, consider faith communities, university students, media contacts, summer reading club coordinators, bookstores, etc.
2. Clarify goals and plan your book fiesta(s) with your committee. Select dates(s) and if appropriate, form sub-committees such as fundraising, activities/speakers/programs, media & publicity, volunteers, etc. Design many creative literacy-related activities.
3. Establish your budget, contact possible funders and partners and begin to plan your fundraising events. Research available grants and file applications.
4. Finalize locations and reserve rooms.