

Go All In:

A guide for community organisations



**GO
ALL
IN.**

National
Year of
Reading
2026

Go All In is the National Year of Reading 2026 campaign to get people reading. At the centre is the proposition: 'If you're into it, read into it'.

We're asking for your help in encouraging your community to Go All In on their passions and see how reading can unlock more of what they already love.

How to connect Go All In with your work

Every organisation has a part to play in creating a culture of reading. What is your community passionate about? Are the people you work with gamers, gardeners, athletes, or artists?

The National Year of Reading is a country-wide effort to reimagine reading as relevant, social, and rewarding. And it isn't just about books. Reading is a dynamic practice that includes engaging with stories, ideas, illustrations and information. There are many ways it comes into modern daily life; through graphic novels, on-screen gaming narratives, song lyrics, podcasts and more. It is an activity that matters because of how it connects people and relates to our experiences and identities.

Supporting the National Year of Reading will help families in your community engage in the lifelong benefits that come from improved literacy skills. You can be part of a national network of partners working towards the same goal.

Your Go All In checklist

Pledge your support. Find out more at goallin.org.uk/pledge-your-support

Make a plan for how to bring reading into your work.

Find ideas at goallin.org.uk/get-involved/community-organisations

Nominate someone from your organisation to volunteer.

For more information on volunteering visit goallin.org.uk/get-involved/volunteers

Share your support for the National Year of Reading on social media. We have provided some text and graphics below to get you started.

Download the [Go All In logo files](#) for use on your own materials.

Share your support

Let your community know that reading is important to you. Through the link below you can find social media graphics and posters to share your support for the National Year of Reading.

You will also find Go All In logo files which can be used on promotional materials for events where you are adding a reading activity into your work.

Download graphics here: [ResourceSpace - Featured Collections](#).

Suggested social media copy:

Copy and paste the text for the platform you would like to post on, adapting as needed.

Facebook: The **#NationalYearofReading2026** is here, and we're proud to be part of it!

From graphic novels and podcasts to song lyrics and gaming storylines, reading is everywhere in modern life. It connects us to identity, culture, and everyday experiences.

We want to hear from you: what are you passionate about, and how does reading help you go all in? Let's inspire each other and build a culture of reading together. **#GoAllIn2026**

X: We're proud to support the **#NationalYearOfReading2026**. Reading isn't just for school or work - it brings joy, relevance and connection to everyday life. Whatever your passion, reading helps you go deeper. Let's **#GoAllIn2026** together!

LinkedIn: We're proud to pledge our support for the **#NationalYearofReading2026!**

By joining this national movement, we're helping to reverse the decline in reading for pleasure and unlock one of the most powerful tools for equity and opportunity: a love of reading that lasts a lifetime.

From graphic novels and podcasts to song lyrics and gaming storylines, reading is everywhere in modern life. Whatever your passion, reading helps you go deeper.

What sparks your curiosity? Tell us how reading helps you explore it and let's inspire each other to **#GoAllIn2026!**

Instagram: We're proud to pledge our support for the **#NationalYearofReading2026**.

Reading isn't just a skill for school or work - it's a practice that brings relevance and joy to everyday life, connecting us with stories and ideas that reflect our cultures, interests, and needs.

Whatever your interest - gaming, gardening, sport, or art - reading helps you go deeper into what you already love.

Tell us what you're into and how reading helps you explore it. Drop your passion in the comments and let's inspire each other to **#GoAllIn2026!**