

**GO
ALL
IN.**

NATIONAL YEAR OF READING 2026:

**Author & Illustrator
Campaign Toolkit**

GO ALL IN

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GO ALL IN

Introduction

**GO
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The logo consists of the text "GO ALL IN." in a bold, sans-serif font, stacked vertically. To the right of the text is a black triangle pointing downwards and to the left, partially overlapping the text.

With reading enjoyment and frequency at a twenty-year low in the UK, we need authors and illustrators like you to share your support for the National Year of Reading 2026.

Why is there a National Year of Reading in 2026?

Reading in the UK is in crisis. Only 1 in 3 children and young people say they enjoy reading, with the percentage of people reading daily falling to under 21%.

The National of Year Reading 2026 is an urgent and ambitious response: it aims to make reading joyful, relevant, and visible for all - in homes, classrooms, workplaces and communities.

Next year, we're asking the nation to Go All In on their passions and interests and see how reading can unlock more of what people already love - be that music, baking, family-time, sci-fi, or... anything.

The campaign exists to challenge the perception problem that we know reading currently has; that it is a chore, solitary or slow. Go All In shows how reading in all its forms - on a device, comics and graphic novels, audiobooks, fiction, non-fiction - can be the ultimate way to go deeper into the things you already care about.



GO ALL IN

Brand overview

Go All In
If You're Into It, Read Into It.

**GO
ALL
IN.**

The National Year of Reading 2026

is an invitation to reimagine reading as a modern, personally meaningful, and social activity to go deeper into the things you already love, express yourself and participate fully in life.

- In 2026, we're asking the nation to **Go All In** on their passions and interests and see how reading can unlock more of what people already love – be that music, baking, family-time, sci-fi, or... anything.
- The campaign exists to challenge the perception problem that we know reading currently has; that it is a chore, solitary or slow.
- Reading is a way to go deeper on your passions.
- **Go All In** shows how reading in all its forms – on a device, comics and graphic novels, audiobooks, fiction, non-fiction – can be the ultimate accelerator and enhancer to things you already care about.

Key messaging

How to talk about the National Year of Reading 2026 and the Go All In campaign

**GO
ALL
IN.**

Tone of Voice

We can't convince people to take up something they don't want to do. But we can encourage them to do more of what they love.

That's why we're not going to hector or lecture, and instead keep it optimistic and inclusive.

We'll speak like passionate champions for reading, in all its forms, and motivate people by showing them the nation is going all in.

We'll encourage, celebrate, support and have fun. And welcome in rather than shepherding along.

Key principles when talking about the campaign

1. It should feel fun, not forced.

We don't want to make the National Year of Reading feel like mandatory national service. It's about being part of something fun.

Messaging should always stress that reading is a way to enhance existing interests.

We don't mind what or how people read, we just want them to enjoy it!

2. Rewarding now, not just later.

It's tempting to talk about reading's long-term benefits.

But people are more interested in enriching their life now.

Let's show them how reading can do that.

3. Be a part, not apart.

We want to embed reading in culture.

Rather than positioning it as an isolated passion, integrate reading with existing cultural events and spaces.

Stress that it can be a way to connect and share a passion, rather than a solo escape.

Consumer Facing Messaging:
Key Principles

It should feel fun, not forced.

We don't want to make the National Year of Reading feel like mandatory national service.

It's about being part of something fun.

Our messaging should always stress that reading is a way to enhance existing interests and put choice at the heart of it.

We don't mind what or how people read, we just want them to enjoy it.

More like this -

"If you're into it, read into it."

Less like this -

"The government is calling on the nation to put down their screens and pick up a book."



Consumer Facing Messaging:
Key Principles

Rewarding now, not just later.

It's tempting to talk about reading's long-term benefits - there are many.
But people are more interested in enriching their life now.
Let's show them reading can do that.

Stress the immediate rewards of reading in our messaging - from building connections to stumbling on new insights through to having a laugh or just experiencing a moment of calm.

More like this -

"Reading turns history into your story."

"Share a story, build a connection."

Less like this -

"Reading is key to your life chances."



Consumer Facing Messaging: Key Principles

Be a part, not apart.

We want to embed reading in culture.

Integrate it with existing cultural events and spaces wherever possible, rather than positioning it as an isolated passion.

Use contextual copy, linking reading to current events or relevant passion points to make it feel embedded at every turn. Stress that it can be a way to connect and share your passions, rather than offering solely a solo escape.

More like this -

"You haven't heard a song 'til you've read it"

Less like this -

"Kick back with a good book."

In this section we will provide guidance on how to talk about the National Year of Reading 2026 and the Go All In campaign to consumers or the general public.

The aim of these key messages is to:

- Support you to motivate others to get involved in the campaign which could be through your social media channels, when talking to the media or at events.
- Provide a fresh way of talking about reading that is aligned with the campaign brand - reading is relevant, rewarding, exciting. We don't dwell on the long-term benefits of reading.
- Create a consistent way of talking about reading and the campaign.



About the challenge

Reading enjoyment is declining across the UK

- Fewer children, young people and adults are reading for pleasure each year, and many say they don't feel motivated to read.

Declining reading deepens inequality

- Lower reading engagement means gaps in confidence, skills and opportunities grow affecting education, careers and wellbeing.

Why reading matters

Reading fuels curiosity and discovery

- Reading isn't just a skill; it's a way to explore your interests and what you care about and discover more about the world around you.

Why shared reading with young children matters

Shared reading supports literacy, learning and relationships

- Reading together encourages natural two-way communication - children listen, respond, ask questions and share their own ideas.
- Shared reading from an early age supports early literacy by helping children understand sounds, rhythm, turn-taking and communication strengthening social skills at the same time.
- Books expose young children to words, phrases and ideas they may not hear in everyday conversation, helping them grow a richer vocabulary.
- Books spark conversations, helping children understand the world and boosting their communication skills.

Reading aloud helps calm, comfort and connect

- Babies love the sound of their caregivers' voices; hearing a familiar voice reading aloud can comfort them during stress, unease or overstimulation.
- The sight of a favourite book or character can be soothing and create a predictable, comforting routine.
- Shared reading strengthens the emotional connection between parent or caregiver and child by offering closeness, attention and shared moments of joy.

How the National Year of Reading aims to reframe reading

Reading as relevant, fun and social

- The National Year of Reading 2026 aims to reconnect people of all ages with reading as something exciting, relevant and enjoyable.
- Today's readers engage with stories and information across multiple platforms, from printed books to audiobooks, digital magazines to graphic novels.

Every kind of reading counts

- Reading takes many forms - printed books, e-readers, magazines, blogs, fan fiction, football programmes, comics and audiobooks.

The challenge is motivation

- The issue today is whether reading feels meaningful and motivating.
- When reading feels relevant, you're more likely to make it part of your everyday life.
- Reading needs to feel rewarding, relatable and part of today's culture.

To bring people back to reading, it must feel rewarding and culturally relevant

- The campaign focuses on tapping into what people already enjoy - from fandoms to hobbies to everyday interests and forming connections and building relationships - and showing how reading can deepen those passions.

About the campaign

Go All In

Go All In connects reading to what people already love

- The campaign focuses on what matters right now. So, whether you're into gaming, football, baking, music, or have a desire to spend time with your children, reading can help you get more out of the things you already love.

If you're into it, read into it

- Reading can enhance the things you already enjoy, whether that's strategy guides for games, behind-the-scenes football stories, picture books for shared reading, recipes, music biographies, or fashion blogs.

Encouraging your audience to Go All In

Reading is everywhere and everyone can find a way in

- Whether it's a novel, comic, magazine article, non-fiction book, football programme, online blog, or an audiobook, all reading in any format counts.
- Reading can help you relax, connect with others and help you to discover more about the things you love.

There are simple ways to join in today

Direct calls to action can be tailored by audience. For example:

- *Check out my book recommendations on my Instagram.*
- *Whatever you're into Go All In at your local library.*
- *Visit the goallin.org.uk website.*
- *Share your favourite reads on social media.*
- *Take part in local events and projects that make reading fun, relevant and rewarding.*
- *Whatever you're into your local bookshop is the perfect place to Go All In.*
- *Love reading? Share the love. Volunteer at GoAllIn.org.uk*

Bringing messages to life with personal stories

Here are some suggestions of how you might bring the key messages to life with your own experiences of how reading has fuelled your passions and deepened your connections and interests.

Sharing your personal stories will help make the campaign come alive for audiences.

For example:

- I connect with friends/family over my passion for XXX when I share what I've read about XXX
- I can't get enough of reading about XXX because...
- I find lots of interesting things to read about my passion for XXX when I'm...
- What I get out of reading is...
- I read when I feel...

If your audience is families or practitioners, you could share your experiences of having fun when reading with children.

For example:

- Going into schools to talk with children is great because...
- I make reading fun with my kids by...
- I connect with my grandchildren/nieces and nephews when we read together about...

Panels and events

How to bring the proposition – If You're Into It, Read Into It – to life at events.

If You're Into It, Read Into It.

Bringing the proposition to life at speaking engagements.

When speaking on panels and at events about the National Year of Reading, anchor your message in the campaign's core proposition:

If you're into it, read into it.

Show audiences how reading can deepen any passion, whether that's sport, music, gaming, nature, or anything else they care about.

Share personal examples of how books have fuelled your own interests or inspired new ones.

Encourage people to see reading not as a chore or obligation, but as a modern, social and personally meaningful activity. It is the ultimate tool for diving deeper into the things that matter to them.

If questions arise about campaign specifics, feel free to direct them to the official team for more detail – nyr2026@literacytrust.org.uk



Press guidance

Champion the National Year of Reading by talking to journalists and the press about Go All In.

Speaking to journalists about the National Year of Reading

When speaking to journalists about the National Year of Reading, focus on the campaign's core ambition:

Encouraging the nation to read more by showing how reading, in all its forms, connects to passions like music, sport, film and everyday life.

Feel free to speak about:

- Why reading matters to you personally
- Any experiences that shaped your love of reading
- How you hope the campaign will inspire others

Keep your comments positive, accessible and aligned with the idea of making reading an immediately rewarding, relevant and enjoyable part of people's lives.

If asked about campaign details, you can direct journalists to the official press team for specifics – media@literacytrust.org.uk

Shaping Messages

Passion point

If you're into it...

From football to gaming, theatre to family time, reading turbocharges what you already love.

Reason to believe

Read into it

Reading is the ultimate way to enhance that passion. A portal to connect, explore or escape – even for just a moment.

Call to action

Go All In

Encourage your audience to experience the joy of reading by going deeper on what they love.

Social media guidance

How to bring Go All In to life on your own social media channels and create your own content about the National Year of Reading.

You're encouraged to post on your social media as much as you like about the National Year of Reading

By sharing your support for the campaign on social media, you'll help us reach more people and spread the word about Go All In.

We've created a suite of social media templates and ready-to-go assets for authors and illustrators to use to share support for Go All In.

You can download these in the link adjacent.

When sharing your support, make sure you tag us on [Instagram](#) and use the hashtags [#GoAllIn2026](#) and [#NationalYearofReading2026](#).



DOWNLOAD HERE

Go All In and create your own social media content

We want to flood the algorithm with reading in all its forms, and we need your creativity to make it happen!

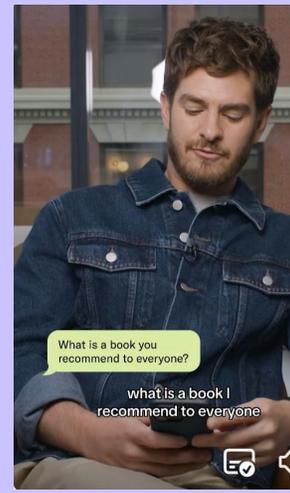
Take our central campaign idea: **“If you’re into it, read into it”** and put your own spin on it.

Create content that connects reading to the things you love. Here are some ways to get started:

- Have you written books that link to people’s passions? Tell us about them!
- What are your passions, and what books helped you explore them?
- Share your favourite reads and why they matter to you.

Be as creative as your imagination can take you with your National Year of Reading content and use the Go All In brand to help take it to another level.

Tag **#GoAllIn2026** and **#NationalYearofReading2026** when you post!



Thank you

We're grateful for your support for the National Year of Reading 2026.

For more information, please contact Jack Phillips jack.phillips@literacytrust.org.uk