

National Year of Reading 2026:

# **Pledge Guidance for Organisations**

February 2026



**GO  
ALL  
IN.**

## Contents

This document is to support any UK based organisation\* in planning their pledges of support for the National Year of Reading. There isn't one set way to support the year as every organisation is different. Your pledge might build on your existing work or respond to local priorities. Ultimately, it's about reflecting the contribution you'd like to make to the National Year of Reading.

This guide contains suggestions and ideas for you to use, adapt or produce your own. Whatever you decide, please fill out a pledge on the Go All In website so that we can capture everything being done to champion reading for pleasure this year.

Click the below headings to jump straight to the relevant section in this document:

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\*Individual schools and early years settings should not submit a pledge. Instead, they should access the comprehensive National Year of Reading education offer for early years settings and schools.

# 1. About the National Year of Reading

In this section, find out about the National Year of Reading

# The National Year of Reading 2026

The National Year of Reading 2026 is a bold, nationwide initiative to reignite a love of reading for pleasure across the UK. A Department for Education initiative, in collaboration with the National Literacy Trust, the campaign aims to tackle the profound decline in reading enjoyment in the UK through reconnecting people of all ages with reading being a personally meaningful, modern and social activity.

## Why It Matters

Reading for pleasure is in crisis: just 1 in 3 children and young people say they enjoy reading. Yet research shows the power of reading:

- The OECD (2002) reports reading enjoyment as more important for children's educational success than their family's socio-economic status
- Reading builds empathy, social connections, relationships and makes people happier and more employable

## What Counts as Reading?

From gaming narratives to novels, song lyrics to poetry, recipes to newspapers, football programmes to graphic novels – it all counts! Read in print, digital, audio, or visual formats.

## Why Your Organisation Should Get Involved

- Make a difference in the lives of millions of people through reigniting a love of reading for pleasure
- Be part of a nationally significant movement that celebrates passions, creativity and literacy
- Help the campaign build enthusiasm and momentum across the UK
- Build partnerships and re-engage stakeholders and communities
- Amplify your existing activity using campaign branding
- Use the national campaign and research evidence to strengthen your case to funders and stakeholders

## **2. Pledge Ideas - Ways for Any Organisation to Get Involved**

In this section, find ways for any organisation to get involved in the National Year of Reading. It provides examples of pledge ideas that could suit any organisation type across the UK. For ideas related to the key National Year of Reading campaign moments, see section 3, and for tailored ideas for specific sectors, see section 4.

# Light-Touch Actions That All Organisations Could Take to Support the National Year of Reading

[Register for updates](#) to join the campaign mailing list

Help spread the message - use your internal comms, newsletters, staff networks and public channels to help people discover the campaign

Amplify the campaign by downloading and using the [Go All In campaign toolkit](#) for your communications and activities

Follow and amplify the campaign on socials

Instagram: [@go\\_all\\_in\\_2026](#)

Facebook: [www.facebook.com/goallin2026](https://www.facebook.com/goallin2026)

[#GoAllIn2026](#)

[#NationalYearOfReading2026](#)

Create an interest led office or community bookshelf

Encourage staff/communities to share their favourite reads – on a message board or on social media

Organise a book swap

Get involved with libraries - connect with your local library to support events, volunteering and activities, and encourage staff to take part

Encourage staff or communities to sign up to become a [National Year of Reading Champion](#)

Collaborate and build partnerships with others to support the National Year of Reading

List any of your public-facing events on the [Go All In events calendar](#)

# Further Actions That All Organisations Could Take to Support the National Year of Reading

Set up a new reading group

Host a book “treasure hunt”

Host a book quiz

Start a podcast or audio “book club”

Create a recipe reading station with recipe cards, cookbooks to borrow and QR codes to online recipes

Take part in key National Year of Reading calendar moments such as World Book Day, World Book Night or the Summer Reading Challenge (*see section 3*)

Organise activities, events, resources or celebrations themed around passions

Organise a visit from a local storyteller or poet

Support a local group to access a literacy resource or opportunity – for example, providing a local author or poet to visit a school or community setting

Host an arts and craft activity and play an audiobook while people participate

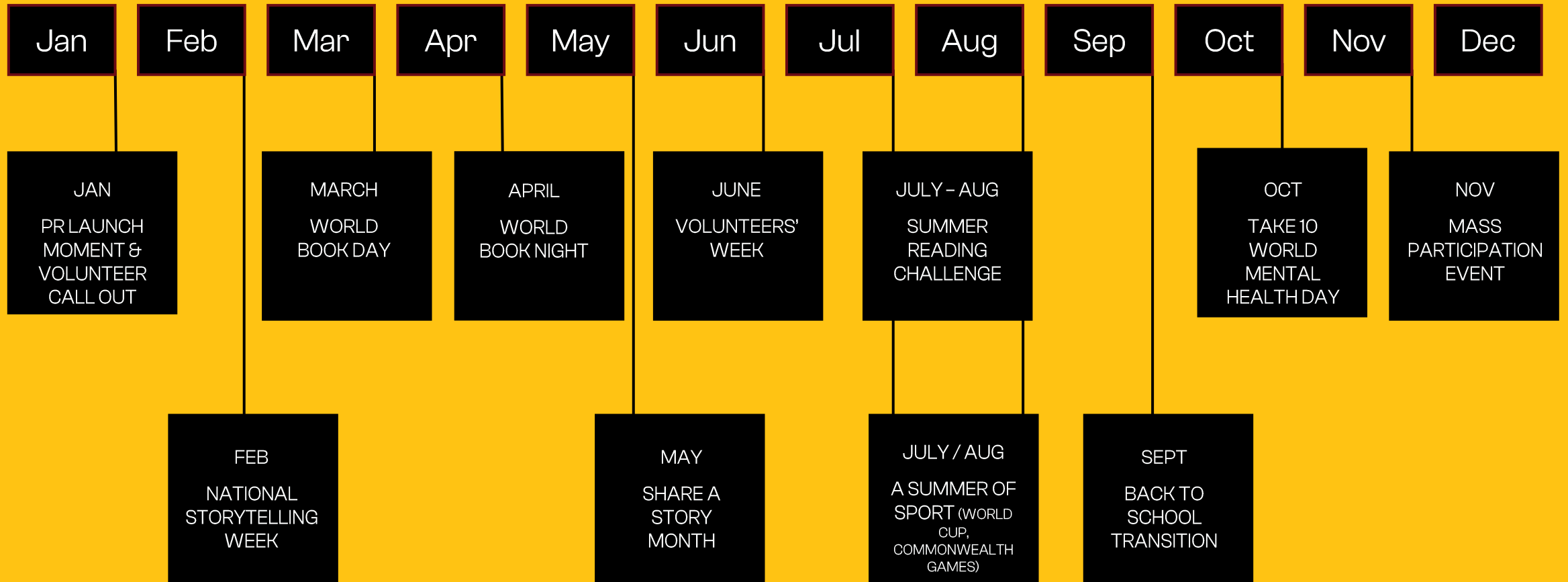
Create a poster or stand for people to share their reading behaviours – encourage them to add stickers or mark against the statements that are true for them, e.g. *“I read recipes”, “I read song lyrics”*

Support volunteering - encourage staff to volunteer through your existing programmes or promote national volunteering needs across your organisation

# **3. Pledge Ideas – Linked to National Year of Reading Calendar Moments**

The National Year of Reading is structured around high-profile calendar moments across the year. The calendar can be found on the next slide, followed by pledge ideas linked to these moments.

# National Year of Reading - Key Moments Calendar



These moments will be underpinned by a range of partner activations throughout the year, including in schools, communities, libraries and prisons.

Find pledge ideas linked to some of these key moments, on the following slides.

5 March

Great for children

## World Book Day Ideas

In partnership with publishers and booksellers [World Book Day 2026](#) provides vouchers to encourage children to choose a free World Book Day title and celebrate reading for fun!

Encourage staff, communities or networks to attend the brilliant range of [free digital events](#) on offer

Encourage children to enter the competition to [design a National Book Token](#)

Share [these resources](#) for use with children in classrooms, libraries and at home

Create a "swap spot" space where colleagues/families can swap magazines, books or comics

Hold a costume making event, where families can make costume parts for their favourite story characters

Hold a book drive/collection for a local school, early years or community setting

23 April

Great for adults

## World Book Night Ideas

[World Book Night](#) is an annual celebration of books and reading, bringing people from all backgrounds together - to inspire others to read more.

Discover this years' [new quick reads](#) series

Host a pre-loved book swap night with your colleagues - add a post it note with a brief description of what the new reader can expect!

Look for events at your local library

Host or launch a regular reading group

Join the [#ReadingHour](#) from 7-8pm on 23 April

Hold a quick reads party or World Book Night quiz with colleagues

Encourage staff to listen to an audio book whilst cooking or commuting and make recommendations to each other

## Share a Story Month Ideas

The theme of National Share a Story Month (NSSM) is Once Upon a Storytime. Running throughout May, it focuses on the joy of reading aloud and bringing people together through books, storytelling, and the spoken word.

Look out for the NSSM 2026 booklist [here](#) on Friday 1 May 2026 – to share with colleagues or residents

If you work with a community group, [sign up for Books out Loud](#)

Organise events to share tales from different generations/cultures - create a simple story book or collection of local tales

Listen to a multi-part short audiobook with colleagues

Get your organisation involved in the [NSSM competition](#) to win book prizes

Encourage colleagues to take it in turns to read a book aloud in timeslots across the week (you could do this across lunch breaks)

## Volunteers' Week Ideas

This year, the UK-wide celebration focuses on **connection**, in partnership with [The Big Lunch](#) and [Empathy Day Festival](#). It aims to bring people together through food, stories and community to celebrate and encourage volunteers.

Organise or join a [Big Lunch](#) with the theme of “connection” – share stories, food and start a conversation about volunteering!

Use staff volunteering days to support reading in your local area

If staff are already reading volunteers, encourage them to share their stories, to inspire others to volunteer in their local community

Look out for the launch of the [Empathy Day Festival](#) resource, challenges and events to support your organisation

Encourage staff/communities to share recipes used for their Big Lunch

Download the [Employee Engagement Guide](#) to support your workplace to volunteer for the National Year of Reading

## Summer Reading Challenge & Summer of Sport Ideas

The Summer Reading Challenge encourages children to read anything they enjoy during the summer holidays and collect rewards. Children can sign up for free at their local library or online. This year is themed "Read to the Beat!"

Summer 2026 will also celebrate reading through sporting events, including the World Cup and Commonwealth Games.

Share information about the Summer Reading Challenge with your networks or staff

Encourage staff/communities to share or write reviews of key sporting events

Encourage families to visit their local library and sign up for the Summer Reading Challenge

Connect with a local leisure centre – can you collaborate to celebrate reading this summer?

Involve school choirs or orchestras in local library performances to support "Read to the Beat"

Plan a summer celebration to celebrate stories from sporting events

## Take 10 for World Mental Health Day Ideas

"Take 10 to read" encourages a regular reading habit to boost wellbeing. World Mental Health Day on October 10 is a great opportunity to do this with the rallying cry: Take 10 (minutes) at 10am on 10 October!

Host a "Bake 10 and Take 10" event – discover more ideas for organisations

Host a "drop everything and read" moment. On October 10 at 10am, stop everything and enjoy 10 minutes of uninterrupted reading across your organisation!

Use this calendar moment as a launch date to start a book club or book swap

If you support children and young people, sign up to a digital event

Share your selfies and spread the word on socials with #Take10toRead

Encourage partner organisations to "Take 10 to Read"

Create a 'read while you wait' wall by transforming waiting areas with quotes, lyrics or comic strips on walls

# 4. Pledge Ideas - for Specific Sectors

This section provides sector specific ideas to support organisations in planning their National Year of Reading activity and to form the basis of their pledge. These ideas are intended to be a helpful starting point, but all organisations are encouraged to develop their own.

## Literacy/Reading Sector Ideas

Amplify the Go All In campaign by using branding across websites, resources and social media

Promote public-facing events on the Go All In website

Use the new “Reimagining Reading Engagement” insights toolkit to inform your work. Email [nyr2026@literacytrust.org.uk](mailto:nyr2026@literacytrust.org.uk) for a copy

Offer free or discounted tickets to events, activities or resources - for families living in areas of disadvantage or for under-represented groups

## Library Ideas

Download the libraries toolkit and use it to support and promote plans for the year

Encourage café and computer users to also borrow books

Build partnerships with local organisations to reach new audiences e.g., schools, adult learning services or food banks

Get involved in cultural events in your locality such as markets and festivals

Create displays focused on interests, encouraging visitors to Go All In on their passions

## Education Sector Ideas\*

Promote the National Year of Reading schools and early years settings offer to your networks

Encourage your network of schools to download the National Year of Reading toolkit, watch the webinars and sign up to the Go All In Learning Management System

Make your services, support or resources for schools or early years settings, more freely available for National Year of Reading

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## Criminal Justice Sector Ideas

Create reading moments in healthcare/the gym, sharing key sections of popular health/wellbeing books from the library

The Director's Chair - create a film club to discuss a popular film or tv show. Read sections of script together and discuss what people might have done differently. Find scripts here: <https://imsdb.com/>

Establish reading groups – use resources from charities like Prison Reading Groups to help get started

Encourage people to listen to National Prison Radio's free audiobook show – every night 11pm

## Local/Regional Government Ideas

Download "Why Reading Matters – A Local Authority Toolkit" to help plan your approach

Arrange a council meeting to promote Go All In and library services to elected members and others

Convene partners from across the area to develop a coordinated approach to supporting the National Year of Reading

Share campaign information across all directorates/services through staff intranet, emails, meetings or lunchtime webinars – encourage teams to consider how they could Go All In this year

## Community, Voluntary, Corporate Sector Ideas

Download the "Employee Engagement Guide for National Year of Reading" to support workplace volunteering

Support staff to access free reading materials, in print or audio - create a lending library in the workplace or use a staff meeting to visit and join the local library

Organise events themed around interests and reading – share food, stories and reading materials

Organise a fundraising initiative to raise funds to provide reading materials to a local community centre, early years setting, GP surgery, youth club

# **5. Frequently Asked Questions – about the Pledge Process**

## What is a National Year of Reading pledge?

A pledge is a commitment that your organisation will deliver activities, events, resources, volunteering, co-branding etc., to support the National Year of Reading. It can be one or many actions. It is not about pledging money.

## Who can pledge?

Any UK based organisations, no matter how small or large.

## Can schools and settings pledge?

No. The pledge process is not for individual schools and early years settings as there is a separate comprehensive education offer for the National Year of Reading. Find out more [here](#).

## Why are organisations being encouraged to pledge?

The pledge process is an opportunity for organisations to show their support for the campaign and be recognised on the website. It also builds momentum and enthusiasm amongst partners and enables the National Year of Reading team to follow up with pledge partners during the year.

## How can the pledge help my organisation?

It enables organisations to share their contributions towards the campaign and recognises those contributions by listing pledge partner names on the Go All In website.

## How do I submit a pledge?

The pledge form page can be found [here](#). The process is a simple form asking for your organisation's details and then brief details of what you plan to do to support the campaign.

You can also use this QR code on printed materials, to direct partner organisations to the pledge form.



## What should our pledge include?

There are no specific requirements for the pledge activity, other than that it aligns with and supports the [Go All In](#) campaign. Please read this document and visit the [Go All In website](#) for detailed guidance on creating pledges.

## Can I submit more pledges during the year?

Yes. Please submit another [form](#) and use the same email address to do this, then your pledges will be linked on the National Year of Reading system.

Can we talk to a member of the National Year of Reading team about our activity, before we pledge?

Yes. Please use the contact details below, based on where your organisation is located:

Partners with National Reach  Laura Flanagan <a href="mailto:laura.flanagan@literacytrust.org.uk">laura.flanagan@literacytrust.org.uk</a>	North of England  Sarah Bird <a href="mailto:sarah.bird@literacytrust.org.uk">sarah.bird@literacytrust.org.uk</a>
Central England  Laura Benson <a href="mailto:laura.benson@literacytrust.org.uk">laura.benson@literacytrust.org.uk</a>	South of England  Lily Staunton-Howe <a href="mailto:lily.staunton-howe@literacytrust.org.uk">lily.staunton-howe@literacytrust.org.uk</a>
Northern Ireland  Laura Fitzpatrick <a href="mailto:laura.fitzpatrick@literacytrust.org.uk">laura.fitzpatrick@literacytrust.org.uk</a>	Scotland  Susan Calcluth <a href="mailto:susan.calcluth@literacytrust.org.uk">susan.calcluth@literacytrust.org.uk</a>

What happens after I pledge?

Your pledge will be reviewed and assuming there are no problems, your organisation's name will be added to the list of pledge partners on [Go All In](#).

You will receive a few Pledge Partner newsletters and quarterly requests (starting April '26) for brief updates on your pledge activity. Please look out for these emails.

There will be opportunities to share your stories during the year on the Go All In website. Look out for updates on the "[stories](#)" page.

Will anybody in the National Year of Reading team contact me about my pledges?

This may happen for some organisations, based on pledge content and location of your organisation.

If we have problems, who can we contact?

If you have reviewed this guidance and still have questions about your pledge, please contact the National Year of Reading Partnerships Manager [laura.flanagan@literacytrust.org.uk](mailto:laura.flanagan@literacytrust.org.uk)

# Next Steps:

- Reflect on this guidance to plan your National Year of Reading activity with colleagues, stakeholders and communities – consider adding value to existing activity alongside making new plans
- Complete a [pledge form](#) to tell us about your planned activity
- Use the [campaign branding](#) to support and amplify your activity
- Share your activity on social media:

Instagram: [@go\\_all\\_in\\_2026](#)

Facebook: [www.facebook.com/goallin2026](http://www.facebook.com/goallin2026)

TikTok: [www.tiktok.com/@go\\_all\\_in\\_2026](http://www.tiktok.com/@go_all_in_2026)

X: [x.com/Go\\_All\\_In\\_2026](https://x.com/Go_All_In_2026)

[#GoAllIn2026](#), [#NationalYearOfReading2026](#)

If you have questions or need further support, please email [nyr2026@literacytrust.org.uk](mailto:nyr2026@literacytrust.org.uk)

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