One Million Gifts of Reading



A Toolkit for Partners

OCTOBER 2026

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One Million Gifts of Reading

GO ALL IN. National Year of Reading 2026

1.0 Introduction

One Million Gifts of Reading

As we enter the final phase of the National Year of Reading, we'll be ending the year with a bang by delivering **One Million Gifts of Reading.**

This campaign will bring people together around one shared act, create a lasting cultural moment for reading and celebrate all that's been achieved in the National Year of Reading 2026.

There are three simple ways to take part:

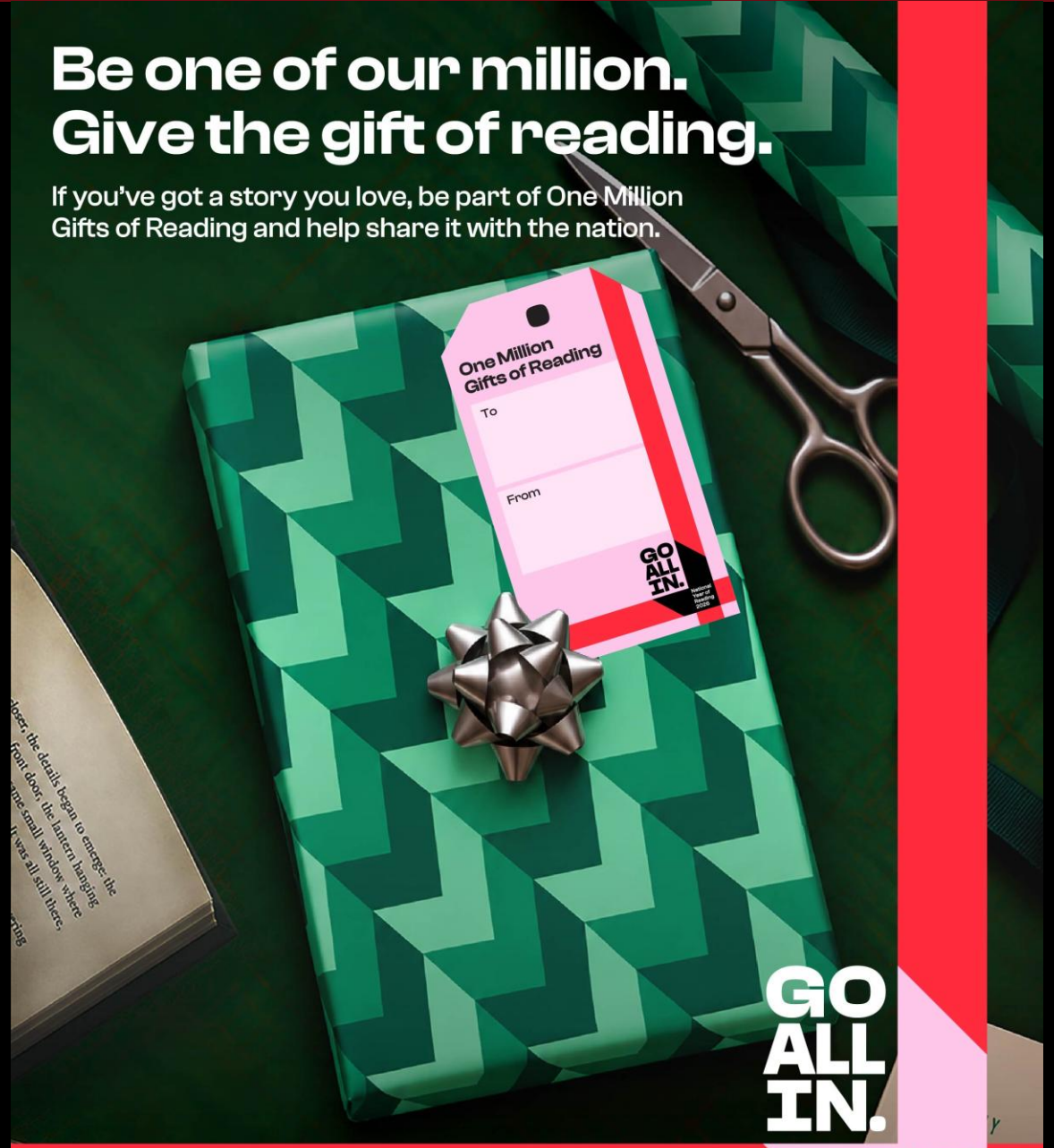
- **Give recommendations:** turn great books into shared conversations by recommending your favourite reads
- **Gift access:** help more people discover the joys of reading by gifting books, magazines, audiobooks, comics and more
- **Give time:** inspire a lifelong love of reading through people and communities by becoming a reading volunteer

The campaign will run from 17 November into early December and will include launch moments, partner activations, community gifting and a national celebration as we hit our goal of one million gifts of reading.

GO ALL IN.
National Year of Reading 2026

Be one of our million. Give the gift of reading.

If you've got a story you love, be part of One Million Gifts of Reading and help share it with the nation.



GO ALL IN.

National Year of Reading 2026

Join One Million Gifts at **GoAllIn.org.uk/onemilliongifts**

2.0 How you can get involved

How do I get involved?

Every organisation is invited to choose its own gift of reading. You can support the movement in a way that best reflects your organisation's values.

- Encourage colleagues, customers and communities to **Give Recommendations**, sharing the books and stories that have shaped them and which they would like to pass on.
- **Give Access** through donating reading materials, or providing free resources to staff, colleagues or communities
- **Give Time** through organising book collections, or encouraging reading engagement in your organisation and beyond through your networks.

Whatever the route, your organisation will be contributing towards one shared national goal.

GO ALL IN. National Year of Reading 2026

Ideas to get you started

Give Recommendations

Turn great books into shared conversations:

- Share favourite reads during staff meetings.
- Post recommended reads on social media.
- Inspire your networks to recommend a favourite read to friends, family or colleagues and encourage them to pass on a recommendation of their own.

Give Access

Help more people discover the joy of reading. Whether it's one book or a thousand, every story has the power to inspire a new reader:

- Gift books, magazines, comics or audiobooks to a local school or community organisation. All forms of reading count!
- Encourage employees to donate children's books through the Children's Book Project.
- Organising a Secret Santa or client gifting? Choose books!

Give Time

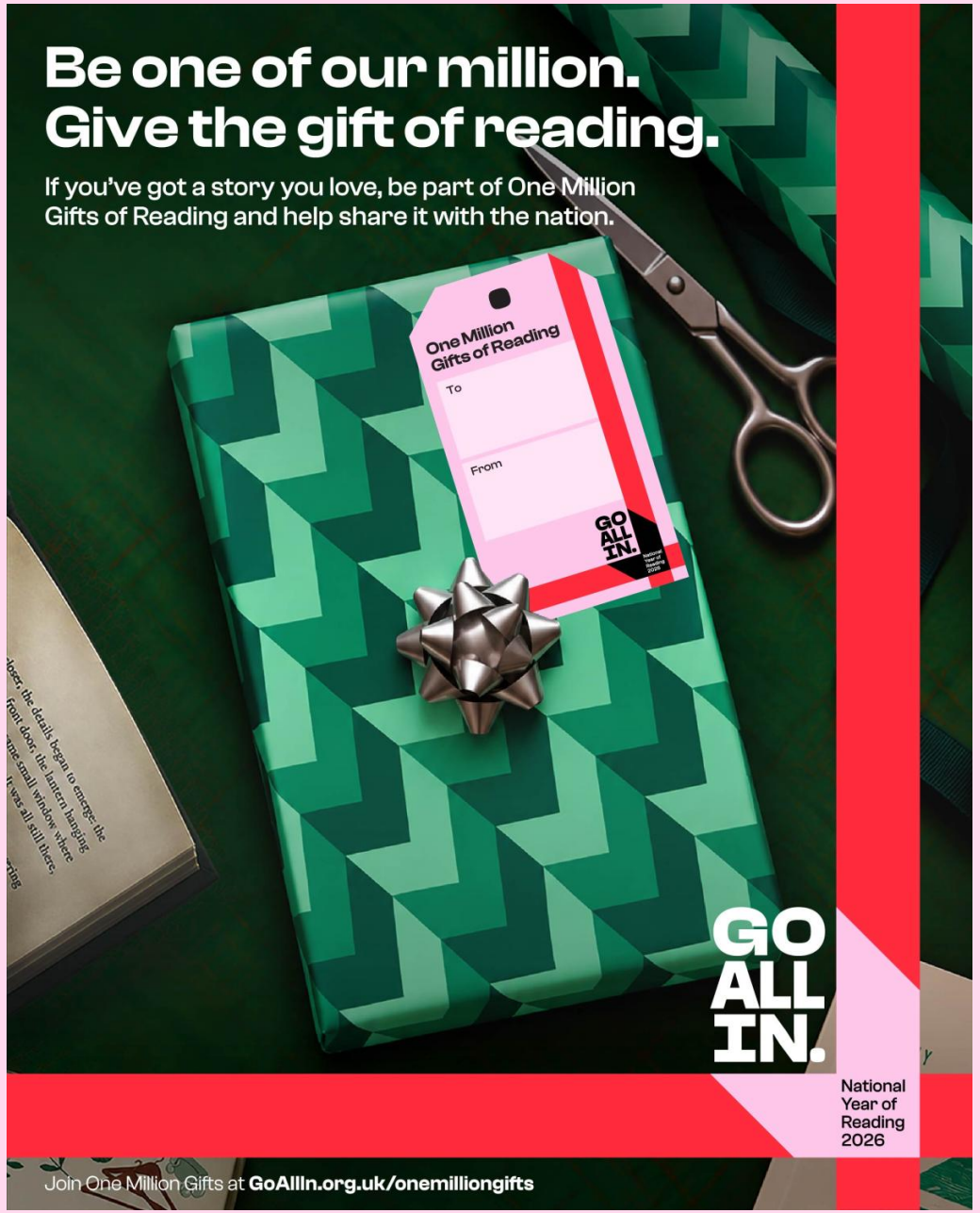
Inspire a lifelong love of reading through connecting people and communities:

- Organise a book drive collecting books for a local charity.
- Start a workplace book club.
- Set up a community bookshelf in your workplace for books to be donated, borrowed and swapped.

Looking for more ways to get involved? Start here.

Next steps

1. Review the following slides for our brilliant Million Gifts of Reading design materials.
2. Decide what your gift(s) will be.
3. Print our gift tags to support your gifting (where relevant).
4. Use our logos and social media assets to celebrate your gifting across your comms channels, from social media to your website, and include the campaign hashtags: #OneMillionGifts and #NationalYearOfReading2026.
5. Log your gifting through our webform (live on www.GoAllIn.org.uk/onemilliongifts from 17 November) to be counted towards One Million Gifts.
6. Let us know if you would like to put your story forward for local or national media coverage.



3.0 Design assets & messaging

Logos
Gift tag
Key visuals
Campaign copy

Design Assets:
Logos

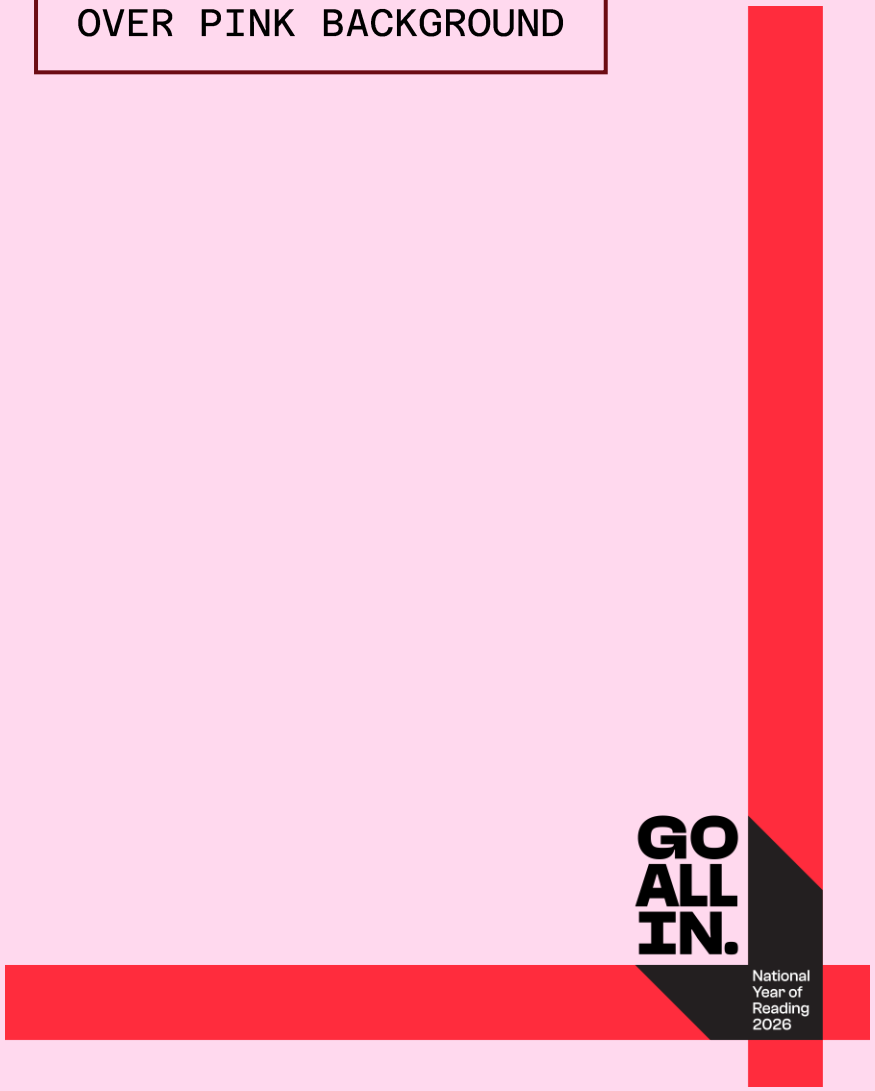
Logo:
Primary lockup

A new Go All In logo inspired by the ribbon wrapping of a gift.

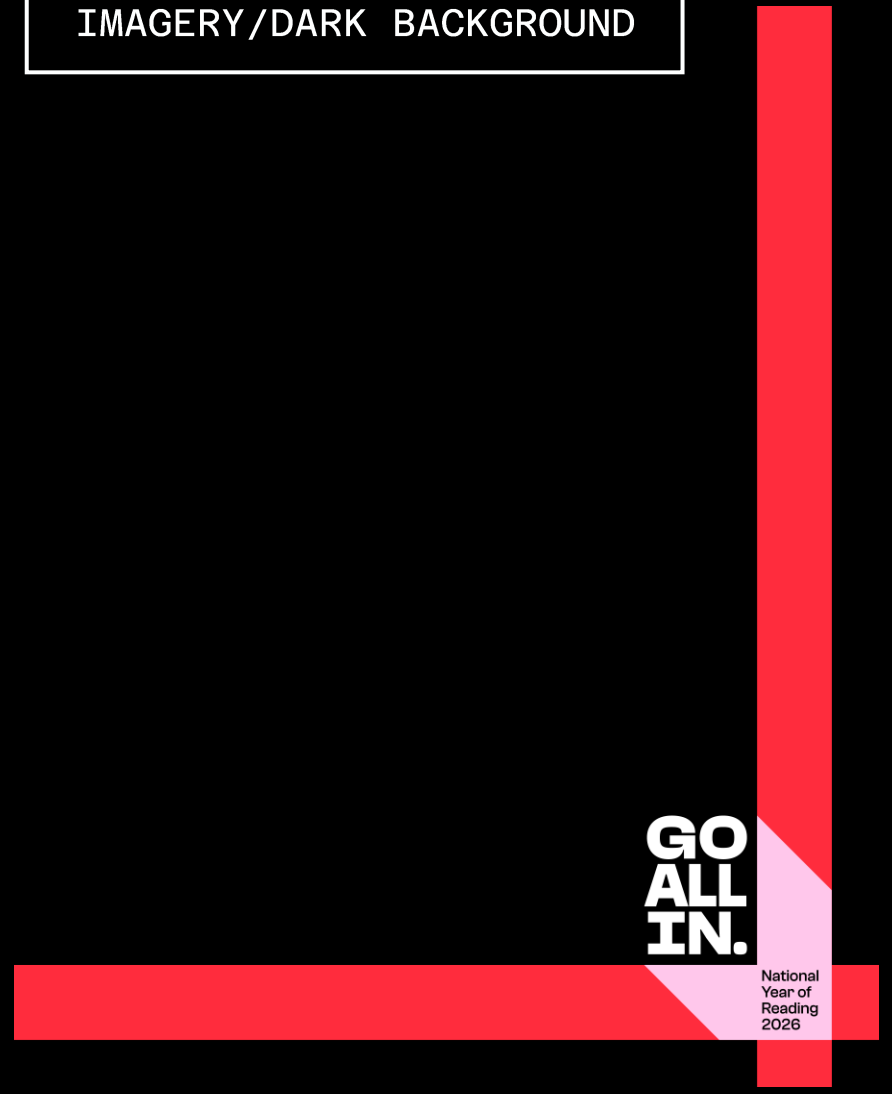
Use the black open book logo over a pink background, or the pink open book logo over imagery or a dark background.

DOWNLOAD HERE

BLACK OPEN BOOK LOGO OVER PINK BACKGROUND



PINK OPEN BOOK LOGO OVER IMAGERY/DARK BACKGROUND



Logo: Secondary lockup

The new logo in its simplest form to use when the hero lockup (with extended ribbon) is not possible.

DOWNLOAD HERE

AGAINST A LIGHT BAKGROUND



AGAINST A DARK BAKGROUND



Logo: Secondary lockup with tagline

Versions of the logo with the 'One Million Gifts of Reading' tagline – landscape and portrait.

For use in situations where there isn't copy to explain One Million Gifts, or to emphasise the One Million Gifts message.

DOWNLOAD HERE

AGAINST A LIGHT BAKGROUND





AGAINST A DARK BAKGROUND





Design Assets:
Gift Tag

Gift Tag

This gift tag is designed to be printed on A4 and cut out.

Provided as a pdf, the design can be used in full colour or with colour limited to the gift tag for a more printer-friendly version.

DOWNLOAD HERE





Gift Tag

If printing larger quantities, you can use this design file instead, with gift tags being A6 in size and shape. Just need holes punching through!

DOWNLOAD HERE



Design Assets:
Key Visuals

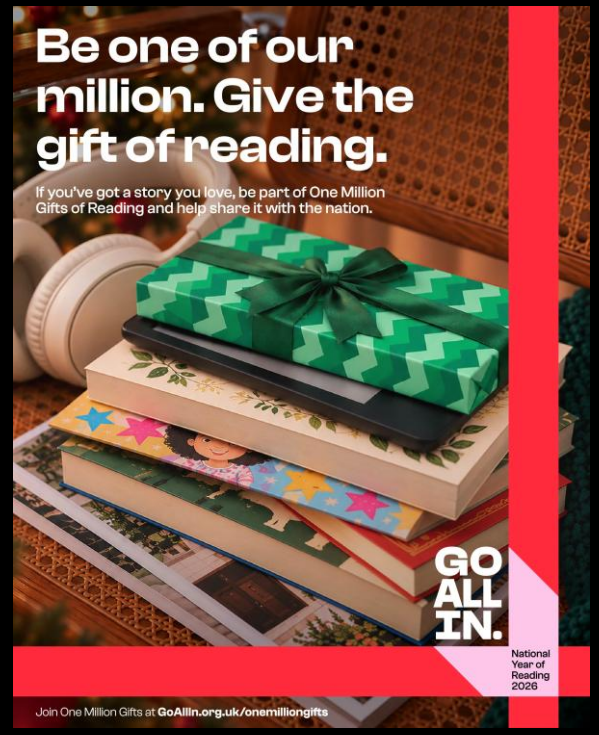
Key Visuals

Three designs, each representing one of the forms of gifting: recommendations, access and time.

These can be used on socials, websites, in other digital and printed comms.

DOWNLOAD HERE







Template to use with your logo

Two designs with framing to add your logo bottom left.

These are supplied as pdfs which can be adapted in Canva or PowerPoint.

Editable files are also provided, with four images (from this and previous slide), plus the framing device if you want to create your own.

DOWNLOAD HERE





Messaging:
Copy for social media

Social media copy

Here is some example social media copy you can use to celebrate your involvement in One Million Gifts and encourage others to do the same.

Remember to tag @go_all_in_2026 and use the campaign hashtags #OneMillionGifts and #NationalYearOfReading 2026.



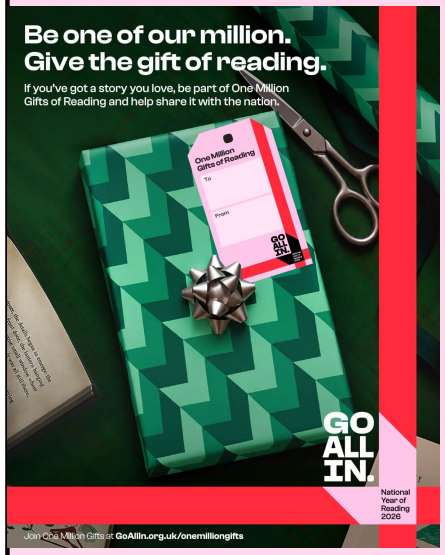
We're proud to be part of One Million Gifts of Reading!

We're contributing by [insert activity], helping more people discover books and stories they'll love. Every gift brings us one step closer to one million.



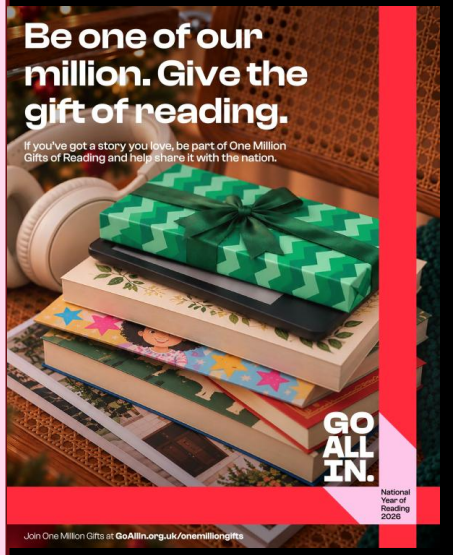
We're proud to be part of One Million Gifts by [insert activity].

You can be part of it too. Whether it's gifting a book, passing on a recommendation or finding another way to spread the joy of reading.



We're Going All In on One Million Gifts of Reading!

As part of this nationwide campaign, we're [insert activity] to help more people share the joy of stories.



We have been sharing our favourite reads at our all-staff monthly meeting. Here are some of our recommendations.

Join us in giving the gift of reading.

Messaging:
Longer-form copy

Longer-form copy

You can use and adapt this copy for newsletters, blogs, and other internal or external communications:

Join Us in Giving the Gift of Reading

As the National Year of Reading 2026 enters its final chapter, we're proud to be supporting One Million Gifts of Reading, a campaign getting the nation behind the UK's largest collective act of reading generosity.

We are contributing by [insert activity], helping more people discover books and stories they'll love. Every gift brings us one step closer to one million.

There are so many ways to take part: whether it's passing on a favourite read, opening up access to reading materials, or creating opportunities for others to read, you too can contribute to One Million Gifts.

Join in with the celebration of reading and its power to bring joy, connection and community:
Visit www.GoAlIIn.org.uk/onemilliongifts and help end the National Year of Reading with a bang!

For more information

Please contact nyr2026@literacytrust.org.uk

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National Year of Reading 2026