



# Pop Up Book Hut - Ideas for Launch & Delivery

## THE MECHANIC

Your Hut will arrive with the equivalent of two books per child, sorted and labelled by reading stage. Most schools choose to fill (and refill) their Book Hut over the course of the term so that children and families can spontaneously visit before and after school. Scheduled class visits can work well as well, particularly in a large school.

All books are for children to take home and keep. They may choose to swap their books back in to the Hut but they do not have to.

**NOTE:** we rigorously check the quality and relevance of all books but recommend you do the same prior to gifting.

## PUT YOUR BOOK HUT IN A VISIBLE SPOT

Put your Book Hut in an area of high footfall: somewhere both children and their adults will see it each morning and afternoon. Make it clear to families that the hut is theirs and they can open it up and choose a book at any time. You can put it outside as long as it is under a shelter or awning.

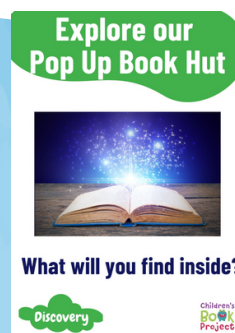
**IMPORTANT** Fix it to the wall for safety. You can drill a hole in the back for this purpose, attach a bracket, put a chain on it: whatever works for your setting.

## HAVE A LAUNCH EVENT

Launch your Hut in assembly or with a special event in the playground: cover it with a sheet for the big reveal, decorate it with balloons or cut a ribbon.

We provided **posters, plasma screen slides and a letter home to parents to help you launch your Book Hut.** You'll have other ideas we know, for bringing this opportunity to life.

Use your launch to ensure that every child wants to investigate further, that they understand the mechanic and to create buzz about the books inside.



## KEEP REMINDING FAMILIES

Launch your Hut in assembly or with a special event in the playground: you might want to cover it with a sheet for the big reveal, decorate it with balloons or cut a ribbon.

Use your launch to ensure that every child wants to investigate further, that they understand the mechanic and to create buzz about the books inside.