



Affiliate Video Script

[Opening Scene: Friendly greeting, filmed in a classroom, library, or family engagement event]

Speaker (Affiliate Representative / Educator):

"Hi, I'm [Your Name] with [School/Organization Name], and I'm excited to share how Raising a Reader is helping our children and families build a strong foundation for learning — and a lifelong love of reading."

[Scene: B-roll of children selecting books, holding red book bags, or reading with families.]

Speaker (voiceover or on-camera):

"Through Raising a Reader, our students take home bright red book bags filled with high-quality books every week. These book bags don't just carry stories — they carry opportunities for families to connect, share, and grow together."

[Scene: B-roll of a parent reading with a child or a child flipping through a book at home or school.]

Speaker:

"When families read together, it strengthens language skills, sparks curiosity, and builds emotional bonds. Raising a Reader makes it easy and joyful for families to create reading routines at home — no special tools or training required — just time together."

[Scene: Footage of a classroom or teacher helping children pick books, possibly a clip from a family event.]

Speaker:

"For our teachers, Raising a Reader is a powerful tool that supports early literacy and classroom engagement. Children come to school excited about books, ready to share what they've read, and eager to learn more."

[Scene: Smiling faces, waving children, a family reading moment, or a close-up of a red book bag.]

Speaker (closing):

"We're proud to be part of Raising a Reader — because when we build strong readers, we build strong futures. Thank you for supporting our children, our families, and our community through the simple, powerful act of reading together."

[On-screen text/closing slide:]

Raising a Reader: Opening Worlds, One Book at a Time
[Affiliate Logo] | [Website/Social Media Handle]

QUICK VIDEO NOTES FOR AFFILIATES:

- **Keep it authentic:** casual, warm tone is better than "perfect."
- **Ideal Length:** 90–120 seconds.
- **Tip:** Smile often — this is a joyful story!
- **Optional:** You can add quick shout-outs to community partners, guest readers, or funders if appropriate.