



Personalized Postcards Toolkit

In this kit, you will find the tools needed to successfully support and encourage our parents to read, sing, and play every day with their child.

Thank you for encouraging Reach Out and Read families to read aloud daily through personalized postcards!

Writing personalized notes for clinicians to include as they share books with children at well-child visits is a simple, powerful way to engage in Reach Out and Read's mission. Cheer on our parents and encourage them to read, sing, and play every day with their child. Share memories of reading with loved ones from your own childhood, your favorite part of reading with the young children in your life, or even an age-appropriate book recommendation. For many parents, it isn't easy or intuitive to read aloud with their baby or sing or play with them. A little encouragement from you can go a long way toward building confidence and creating more moments that matter for families.

How To Get Started

1. Reach out to development@reachoutandread.org to discuss the scope of your project, including:
 - Project timing. Reach Out and Read needs a minimum of one month lead time.
 - The number of postcards you would like to request. Postcards come in quantities of 50, 150, and 250. Custom quotes can be requested for quantities over 250. Please note that a small donation to cover the cost of printing and shipping the postcards is required.
 - The geographic location of where the personalized postcards will be distributed, if you have a preference. To see where Reach Out and Read has program sites, click [here](#).
2. After speaking with a Reach Out and Read team member, we will order the postcards and ship them directly to an address you provide.
3. Reach Out and Read will provide you with the address of the program site(s) that will receive your personalized postcards.
4. You and your team (where applicable) will personalize the postcards.
5. Once the postcards are personalized, you will deliver or ship them to the Reach Out and Read program site(s) that will share them with families. If shipping, a small donation to cover the cost of shipment is required.
6. During pediatric well-child visits for children 5 years and under, Reach Out and Read clinicians will share your personalized postcards and a brand-new book to help encourage families to read aloud daily.

Thank you!