

## 2021 VIRTUAL STORYTELLING WEEK

### MARKETING/OUTREACH PLAN

**Goal:** Get young minds excited by literacy, learn and be exposed to the concepts of Diversity, Inclusion and Equity.

Dr. Martin Luther King Jr. was a pioneer and an advocate who inspired generations through his commitment to love, equality and people. His dream of empowerment and inclusion is one that we are still fighting for, even today. The events of the past year have only amplified the need for United Way's to advocate for diversity, inclusion, and equity. United Way of Forsyth County has developed a week-long event to highlight Dr. King's work and vision. This year we will honor MLK Day, however, we will celebrate for an entire week from January 18 - 24, 2021, and highlight Dr. King's legacy through a "VIRTUAL STORYTELLING WEEK."

#### **MLK Virtual Storytelling Week activities:**

- This year to promote Diversity, Equity & Inclusion in our community, we will invite UWFC's and our community's most prominent members to celebrate MLK week through Storytime.
- The guest readers are the people from our community viewed as the forces of change. They are champions to challenge the critical and chronic issues in the community and, more importantly, are United Way advocates.
- The guest readers will choose from a selected book list provide by Scholastic (see below). The books are visual, short stories, and promote diversity, equity, and inclusiveness. We have compiled this list based on Race and Ethnicity, Social Justice, Immigration, Culture, Folktales, Religion and Myths, Autism, Physical and mental Disabilities. For reading aloud, we have gotten special permission from Scholastic.
- The recordings will be made to be released during the week through YouTube links and Facebook watch parties.
- This event will be organized in partnership with UW partner agencies in Forsyth County such as Big Brothers and Big sisters, YMCA, Crosby Scholars, The Center for Exceptional Children, The Salvation Army, Wake Forest University, Lead Girls, etc., through their social media sharing and Facebook live feed.
- Our goal is to achieve more than 10,000 impressions through social media. (75% organic and 25% paid with a budget of less than 25.00)
- We will encourage our community members to participate via likes, comments, and shares about the event and become part of our free giveaway of United Way swag. The winner of UW swag and special gifts will be announced after the event, and we will reach out to them via social media, and the gifts will be shipped directly to the lucky participants.

**Pre-event:** We will promote the event through social media posts by introducing our readers and their favorite books and their statements to promote and support diversity, equity & inclusion in our community. The giveaways are being included to encourage participation during the event.

**Post-event:** Thank You - social media posts to the guest readers and partner agencies. Special shout-out to the winners.

## List of Books for Virtual Storytelling Week

### Race and Ethnicity

[Hair Love](#) by Matthew A. Cherry (Author), Vashti Harrison

"I love that *Hair Love* is highlighting the relationship between a Black father and daughter. Matthew leads the ranks of new creatives who are telling unique stories of the Black experience. We need this." - Jordan Peele, Actor & Filmmaker

It's up to Daddy to give his daughter an extra-special hair style in this ode to self-confidence and the love between fathers and daughters, from Academy-Award winning director and former NFL wide receiver Matthew A. Cherry and *New York Times* bestselling illustrator Vashti Harrison. Zuri's hair has a mind of its own. It kinks, coils, and curls every which way. Zuri knows it's beautiful. When Daddy steps in to style it for an extra special occasion, he has a lot to learn. But he LOVES his Zuri, and he'll do anything to make her -- and her hair -- happy.

### Social Justice

[If Kids Ran the World](#) by Diane Dillon and Leo Dillon

All roads lead to kindness in this powerful final collaboration between Leo and Diane Dillon. In a colorful tree house, a rainbow of children determine the most important needs in our complex world, and following spreads present boys and girls happily helping others. Kids bring abundant food to the hungry; medicine and cheer to the sick; safe housing, education, and religious tolerance to all; and our planet is treated with care. Forgiveness and generosity are seen as essential, because kids know how to share, and they understand the power of love.

The book closes with examples of fun ways to help others--along with FDR's "Four Freedoms" and "The Second Bill of Rights," which illuminate these concepts. A tribute to peace and a celebration of diverse cultures, this last collaboration by the Dillons captures the wondrous joy of all people, and the unique beauty within each one of us shines forth. If kids ran the world, it would be a better place--for grown-ups, too.

### Immigration

[Saffron Ice Cream](#) by RASHIN KHEIRIYEH

"With her colorful, exuberant folk-art illustrations and upbeat, friendly tone, Rashin makes a daunting cross-cultural leap seem as easy as a summer breeze." -- *New York Times Book Review*

Rashin is excited about her first visit to the beach in her family's new home. On the way there, she remembers what beach trips were like in Iran, the beautiful Caspian Sea, the Persian music, and most of all, the saffron ice cream she shared with her best friend, Azadeh. But there are wonderful things in this new place as well -- a subway train, exciting music... and maybe even a new friend!

### Culture, Folktales, Religion, and Myths

[The Rooster Who Would Not Be Quiet!](#) by Carmen Agra Deedy

La Paz is a happy, but noisy village. A little peace and quiet would make it just right. So the villagers elect the bossy Don Pepe as their mayor. Before long, singing of any kind is outlawed. Even the teakettle is afraid to whistle! But there is one noisy rooster who doesn't give two mangos about this mayor's silly rules. Instead, he does what roosters were born to do. He sings. Carmen Deedy's masterfully crafted allegory and Eugene Yelchin's bright, whimsical mixed-media paintings celebrate the spirit of freedom -- and the courage of those who are born to sing at any cost.

[Binny's Diwali](#) by Thrity Umrigar (Author), Nidhi Chanani

Binny is excited to talk to her class about her favorite holiday. But she struggles to find the words. Taking a deep breath, she tells her classmates about the fireworks that burst like stars in the night sky, leaving streaks of gold and red and green. She shares with them delicious *pedas* and *jalebis*. And she shows them clay lamps, called *diyas*, which look so pretty all the children ooh and aah.

### **Neurodiversity and Neurodivergence**

[My Brother Charlie](#) by Holly Robinson Peete (Author), Ryan Elizabeth Peete

"Charlie has autism. His brain works in a special way. It's harder for him to make friends. Or show his true feelings. Or stay safe." But as his big sister tells us, for everything that Charlie can't do well, there are plenty more things that he's good at. He knows the names of all the American presidents. He knows stuff about airplanes. And he can even play the piano better than anyone he knows.

Actress and national autism spokesperson Holly Robinson Peete collaborates with her daughter on this book based on Holly's 10-year-old son, who has autism.

### **Physical Disability**

[Happy Dreamer](#) by Peter H. Reynolds

Picture book and creativity guru Peter H. Reynolds's inspirational book is a wonderful gift for graduations, new babies, milestone moments, and any happy occasion throughout the year. Discover a universally poignant celebration of the colorful spectrum of what it means to dream and the many ways to find happy!

While the world tells us to sit still, to follow the rules, and to color inside the lines, *Happy Dreamer* celebrates all those moments in between when the mind and spirit soar and we are free to become our own true dreamer maximus! In Peter's signature voice and style, this empowering picture book reminds children of how much their dreams matter, and while life will have ups and downs, he enlists readers to stay true to who they are, to tap into their most creative inner selves, and to never ever forget to dream big!

### **Mental Health**

[Maybe Tomorrow?](#) by Charlotte Agell (Author), Ana Ramírez González

This tender exploration of loss illuminates the sustaining power of kindness, empathy, and friendship. It will resonate with anyone who has experienced hardship or grief, from the death of a loved one or a pet, to the transition to a new home, family situation, or learning environment. It is especially comforting during this time of social distancing and the uncertainty around what the future holds, sensitively demonstrating that we are stronger together.