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**Tips from the jury for**

**successful applications to the**

**TD Summer Reading Club Library Awards**

**Jurors look for connections to literacy/reading in all Club activities and events.**

* Provide clear evidence of your program’s focus on changes/improvements in children’s literacy and reading habits.
* Include information on reading/literacy activities designed for your program to meet the needs of all participants.
* Indicate how your library promoted materials of various genres, in varying formats, at different reading levels, and geared to participants’ abilities, interests and experiences.
* Outline creative techniques used to foster an interest in reading and to actively engage children in the TD Summer Reading Club.
* Ensure that all of your promotional and programming materials identify the TD Summer Reading Club and use the materials provided as part of the program. (Review the branding guidelines for 2018.)
* Focus on content over presentation and edit your submission to include the essentials: succinct descriptions, illustrative photos/images, copies of print materials featuring correct branding that effectively define the program that your library offered.

(Due to the high number of submissions, jurors need to see essential points quickly. Photos of crafts and artifacts are preferred over the actual items.)

* Where possible, submit high-quality photos without dates appearing on them.