

We understand literacy is the gateway to all learning and the foundation of a healthy and vibrant community, so The Learning Alliance is coordinating the grass roots volunteer Moonshot Reading Captain (MRC) program, based on Philadelphia's "Reading Captains" campaign.

The idea is simple: We know that families turn to their friends and neighbors when looking for support and resources. We are asking you, a trusted community member, to become the go-to early literacy person in your neighborhood. We aim to have a Moonshot Reading Captain in every neighborhood!

WHO IS A MOONSHOT READING CAPTAIN?

Our Moonshot Reading Captains:

- Are passionate about doing more for local families.
- Are trusted and connected to families in their community.
- Are committed to helping their neighborhood raise strong readers!

WHAT IS THE ROLE OF A MOONSHOT READING CAPTAIN?

- Give away books so children have access to appropriate reading materials.
- Promote that learning begins at birth, the parent is a child's first teacher and parents have all the tools they need to ensure their child(ren) will be ready for kindergarten and on the path to school success.
- Share the Moonshot message with family, friends and neighbors.
- Brainstorm ways to better connect families with resources, problem solve and make new friends.

I'm ready to become a
**MOONSHOT
READING
CAPTAIN**

