



Case Study

TARGET

Nationwide community outreach at the intersection of schools, families and literacy

“When I received the packet, I was amazed that all the information was so helpful. Kudos to Target for investing in our schools and encouraging family time!”

Licha Hartford
PTO Vice President
Henry Cottrell School
Monmouth, ME



THE CHALLENGE

Target Corporation was already known for its strong community outreach programs focused on literacy and education, such as *Ready, Sit, Read!* and *Take Charge of Education*, but wanted to explore broadening their commitment to literacy to specifically reach elementary/grade school kids and families.

THE SOLUTION

School Family Media created Family Reading Night, sponsored by Target. School Family Media’s powerful, nationwide network of active, engaged PTO and PTA leaders offered Target the ideal conduit into schools to execute an ongoing, turnkey literacy initiative directed at K-8 families.

School Family Media marketed Family Reading Night to 90,000+ PTO and PTA leaders throughout the school year, offering school parent groups the opportunity to bring parents, kids and schools together for a fun, social, enriching evening of books and reading-oriented games and activities. PTO and PTA leaders simply filled out an online kit request and School Family Media sent them the Family Reading Night planning kit.

The Family Reading Night kit featured colorful, Target-branded materials, including 4-color branded posters, flyers and planning guidelines to help PTO and PTA leaders maximize participation and attendance.

School Family Media’s dedicated customer service team administered the program in its entirety – fulfilling kit requests, responding to inquiries, updating materials, and providing program tracking and feedback garnered from appreciative parent group leaders.

THE RESULTS

Now in its 8th year, Family Reading Night has achieved phenomenal success – highlighted by a Scholastic Education Marketer award nomination. In total, schools across the country have hosted over 40,000 Family Reading Night events – reaching over 4 million families. During the 2009-2010 school year, more than 7,000 events were held, attended by over 500,000 families. Participating families across the country praise Target’s Family Reading Night for enabling them to promote reading in an entertaining and family-oriented environment. In addition to achieving its community outreach goals, Target gained valuable brand awareness with the key demographic of busy moms with buying power who support the brands that support their schools.

[Click here](#) for more information about School Family Media – Marketing Solutions Group.

“This was a wonderful event for our school. I can’t say enough about how helpful the planning packet was...It was a very well-coordinated and well-attended event and we are looking forward to doing it again! Thank you!”

Lisa Veldran
PTO Co-President
Orchard Ridge Elementary
Madison, WI



SchoolFamilymedia inc.
Marketing Solutions Group

schoolfamilymedia.com/solutions