

A young boy in a blue winter hat and coat is sitting on a tree stump, feeding a snowman a cookie. The snowman is wearing a blue scarf with a heart on it. They are in a snowy landscape with a wooden fence and snow-covered trees in the background.

BookTrust Christmas Appeal 2025 Public Toolkit

Illustrator @ Maxime Lebrun

Who benefits from the BookTrust Christmas Appeal?

BookTrust's Christmas Appeal raises funds to send festive parcels to children from low-income or vulnerable family backgrounds, and supports our work throughout the year. This year, our festive gifts will be sent to children in care and will come as a surprise, and, for the fifth year, we will also give out parcels through other settings such as community food banks to help children in families facing challenging circumstances.

Why are you giving out book parcels?

Christmas isn't a magical time of year for all children. The festive parcels are sent to children who may not be looking forward to Christmas, to bring some joy to what can be a difficult time and for them to cherish for years to come. We know that for babies, children in their early years and up to the early teens, reading brings profound and wide-ranging benefits that can have a positive impact on children's lives. BookTrust provide book parcels year-round to support and sustain a lifelong love of reading.

What's happening this year?

Focus for 2025

This year, we will send out 18,000 book parcels in the run-up to Christmas. These will be sent directly to 8,400 children in care through BookTrust's Letterbox Club, and 9,600 will be distributed through community organisations including food banks in England.

We are asking for donations to ensure our work can continue at Christmas time and throughout the year. Children will receive a specially chosen book gift, including a poster and letter from a celebrated author/illustrator to enjoy and cherish at Christmas and for years to come. Donations can be made via our website and the appeal will be promoted through BookTrust's social media channels.

How to support the Christmas Appeal

We need you!

Your donation will provide specially chosen books that children can keep and enjoy for years to come.

During the campaign you can:

- Use the assets provided, along with our suggested copy or create your own content to promote the key messages of the campaign
- Share BookTrust social media posts on your own channels using **#MagicOfBooks**
- Ask your friends, family and colleagues to give a child a brighter future by supporting BookTrust's Christmas Appeal.

Hashtags and useful links

#MagicOfBooks

You can find everything related to our Christmas appeal at booktrust.org.uk/xmas

And tag us on social [@BookTrust](https://twitter.com/BookTrust)

Dates

The campaign activity will run from **6 November until the end of the festive season.**

Assets and ideas

booktrust.org.uk/xmas



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Social media cards



Here are some examples of our social media cards.

You'll find these sized for Facebook, X and Instagram in our Christmas portal.

[**DOWNLOAD HERE**](#)

Sample posts

- No matter what's changing for a child, the comfort of a good book is timeless. A £10 donation to @BookTrust will give a child in need a gift they'll enjoy now and long after the festive season. www.booktrust.org.uk/xmas #MagicOfBooks
- 98% of parents believe it's important for a child to own their own book. But for some, books are a luxury they can't afford. Your donation to @BookTrust will bring children the comfort of books to cherish for years to come. Donate now: www.booktrust.org.uk/xmas
- Christmas won't be magical for every child. A book gift could add sparkle to Christmas for a child who needs it most, giving them something to cherish for years to come. Will you help? Find out more here: [@BookTrust](http://www.booktrust.org.uk/xmas) #MagicOfBooks
- This year, many children may not be looking forward to Christmas. A special book gift from you can ensure more children who need it most experience the #MagicOfBooks this Christmas and long after the decorations are gone. Will you help? [@BookTrust](http://www.booktrust.org.uk/xmas)
- Help @BookTrust send book gifts to children in care and through community food banks this Christmas time. £10 will bring joy and comfort to a child in need. Can you help? www.booktrust.org.uk/xmas #MagicOfBooks
- Looking for a special gift idea this Christmas? Why not share the timeless magic of books on someone's behalf and light up Christmas for a child who needs it most. Find out how: [@BookTrust](http://www.booktrust.org.uk/xmas) #MagicOfBooks

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