

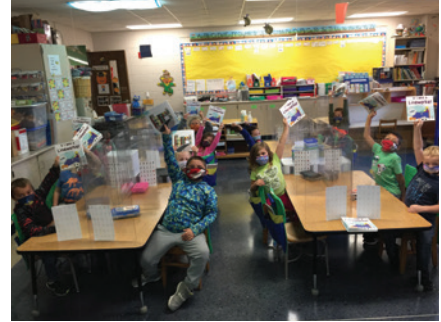
If I Were a Lineworker Children's Book: Community outreach ideas



Two Rivers Water & Light, Two Rivers, Wis.



Lodi Utilities, Lodi, Wis.



Sturgeon Bay Utilities, Sturgeon Bay, Wis.

Seeking ideas on how to implement the books in your community?

- » Encourage local utility lineworkers to distribute books to the local elementary school in a utility bucket truck. **The lineworkers can visit classrooms, read the book, and hand deliver copies to local students.** Take a few photos and post on social media and/or submit with a news release to the local newspaper or news source.
- » **Host a book signing!** Each attendee receives a copy of the book, which the local lineworker will sign.
- » **Keep a stack of books** at your utility office for when children stop to visit.
- » Place an order now for your **Public Power Week** or **Customer Appreciation Event** in 2022. Lineworkers can hand out the books to children at the event after they take a bucket truck ride.
- » Consider **donating books** to the local library or other non-profit organizations helping families in your community.
- » Host a **Lineworker Coloring Contest**. Each participant receives a free book.
- » Donate books as a promotional item at upcoming **community events, local festivals, Farmers Markets**, or anywhere the utility will be present with a booth or event table.
- » Does your community have a **Little Free Library**? Consider donating books for families to share.
- » Does your local library coordinate a **summer reading program**? Donate the books to the library for a specific cause or program.
- » Headed to the school for a **safety demonstration**? Bring along books to share and donate with the class.
- » **Record your utility manager** or lead lineman reading the book and post on social media.

Contact Kelly Davis at kdavis@wppienergy.org for additional ideas.

