



Scripts for Automated Calls

Robo-call #1 script [send out June 15]

Hi, I'm [insert your name], Principal at [insert school name]. We're proud of how hard our students worked this school year. Which is why we want them to keep at it, "stay strong" all summer long, and return to school in the fall ready to succeed. Enter the Milwaukee Public Library Super Reader Squad! It's fun, free, and easy for kids to participate. Join the Squad. Read this summer. Earn prizes. Visit superreadersquad.org or any Milwaukee Public Library to get started.

Robo-call #2 script [send out July 15]

Hi, I'm [insert your name], Principal at [insert school name]. Did you know? Students who keep reading over summer break are more likely to succeed in school, graduate high school, and go on to college. Fortunately, the Milwaukee Public Library makes summer reading fun, free, and easy! Sign up your child all summer long at any MPL branch or online at superreadersquad.org. Join the Squad. Read this summer. Earn prizes...including coupons for fun places around town and a new book to take home!

Robo-call #3 script [send out August 15]

Hi, I'm [insert your name], Principal at [insert school name]. Has your child signed up for the Super Reader Squad? Never fear! There's still time! Sign up at any Milwaukee Public Library or online at superreadersquad.org. The choice is yours! Join the Squad. Read every day. Bring your child to any Milwaukee Public Library before August 30 to redeem their prizes. We look forward to seeing our students again soon and hearing about all the great books they read over the summer!