

BOOKS FOR KEEPS

the children's book magazine online



An Appeal

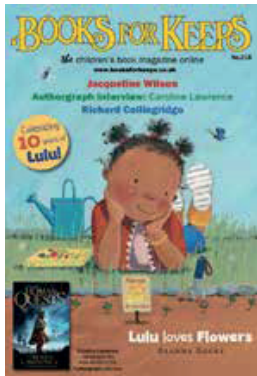
Books for Keeps, the children's review journal, urgently needs help to ensure its future.

We are asking for donations to enable us to develop our website and preserve the unique **Books for Keeps** archive.

If 100 people each contribute £100, the future of **Books for Keeps** will be assured.

Please read on to find out more, or donate now via the Books for Keeps Givey page

www.givey.com/booksforkeeps.



Books for Keeps – taking children's books seriously for 40 years

Books for Keeps is celebrating its 40th anniversary in 2020.

It was first published in March 1980 and since then has reviewed thousands of books for young readers, interviewed hundreds of authors and illustrators, and reported on children's book issues and the interface between children and their reading.

With six issues a year and interviews, news and reviews published weekly on the website, its target readership is all those people, professional and otherwise, who are interested in the world of children's literature. This covers teachers, students, publishers, booksellers, librarians, authors and illustrators as well as parents, carers and community groups.

The **Books for Keeps** Books for Keeps editorial policy is that young readers deserve the very best reading material. Consequently, we believe that reviews of children's books and issues relevant to children's literature in general should be handled by writers with specialist knowledge, experience and expertise. Many of our contributors are practising teachers and librarians but they also include people with specialist knowledge of a broad range of areas relevant to books for children such as poetry, books in translation, readers with learning difficulties and diversity in children's books to list just some of our interests. We have built up a contributors' list that includes some of the world's leading scholars in the field of children's literature.

"Books for Keeps is the place I go in order to know what is happening in the world of children's books."

MICHAEL ROSEN

However, the website urgently needs a refresh. The amount of development work required to bring the existing website up to date is not feasible and instead we intend to create a new, more modern and usable website, fit for the 21st century. The advantages of the planned new website are:

- Flexible and scalable, simple to navigate
- Strengthen **Books for Keeps** website presence
- Utilise more modern functionality
- Fully searchable across all news items and pages
- Fully responsive to viewing size of users' screens
- More appealing and contemporary appearance
- Simpler for editors to manage

The **Books for Keeps** archive, that unrivalled children's book resource of over 13,500 articles spanning 40 years, will be converted into a fully accessible, searchable HTML site.

Saving Books for Keeps

We can commission the redesign of the website to cover both aesthetics and functionality for £10,000.

Benefits of a new website

- A revised, easier to use website will enable the magazine to become a more sustainable arts organisation in the medium to long term. It will help ensure that **Books for Keeps** maximises its potential in this important area of literature by reaching new readers while enhancing its offer to current readers.
- It will ensure that **Books for Keeps** remains at the forefront of contemporary thinking about children's literature while at the same time providing an unrivalled archival resource on children's books.
- A fully developed, modern website will generate new traffic and interest at a time when review space for children's books is under constant threat.
- Preserving the archive will help teachers, student teachers and students researching in children's literature (those following taught MA courses and doctoral programmes) in the following ways:
- **Books for Keeps** reviews and review articles develop that special insight and recognition of what is superb in the best children's books – what Margaret Meek termed 'connoisseurship'. We will continue to create lists of recommended texts and list these also at the end of each article, to further contribute to knowledge about what is on the market for young readers.
- The new, more accessible website will be invaluable to the classroom teacher and increasingly busy practitioners.
- The news pages will continue to list information about conferences, book signings, prizes and lectures.
- The new website will optimise links to the websites of other outstanding organisations in children's literature such as UKLA, National Literacy Trust, CLPE.

Books for Keeps is the most accessible and widely read UK children's literature resource and already actively encourages more people to discover and enjoy children's books.

It is successfully reaching a substantial and diverse audience.

The funding we are appealing for here will enable us to broaden that reach even more.

Thank you for your support.

To donate, go to the **Books for Keeps** Giveway page www.giveway.com/booksforkeeps

If you have questions or suggestions, contact Managing Editor

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Books for Keeps forever, for everyone