



Growing a Community Reading Culture with Beanstack

GALILEO Conference
April 14, 2026



Hello!



Evan

**Director of Youth Services
Georgia Public Library Service**



Cleo

**Manager of Library Success
Joyful Reading Company**

Agenda

- What is Beanstack?
- Building community
- GPLS Beanstack initiatives
- How do Georgia libraries use Beanstack?

Today's Objective:

Conference attendees will learn about Beanstack and how to use it at their libraries to build community and increase engagement with library resources.



What is Beanstack?



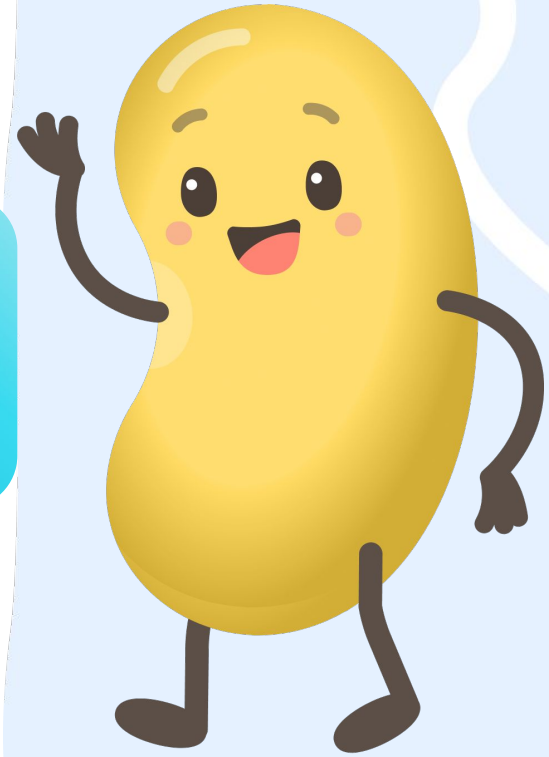
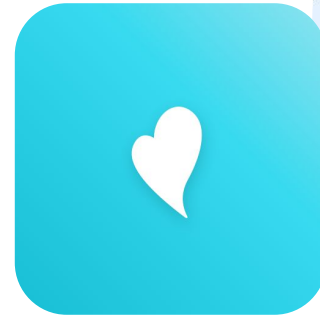
Beanstack: Part of the Joyful Reading Company

- At The Joyful Reading Company, we're bringing engagement and access together, making it easier to inspire reading and support the communities you serve.
- We help libraries:
 - ◆ Expand digital access
 - ◆ Increase participation in reading initiatives
 - ◆ Promote programs and services
 - ◆ Strengthen their role as literacy leaders in the community
 - ◆ Demonstrate impact



How Does Beanstack Motivate Readers?

- Beanstack uses proven competition, recognition, and gamification principles to motivate readers and build daily reading habits
- Reward readers with digital badges, streaks, prizes, raffles, and friendly competition
- Access Beanstack anytime, anywhere with our highly rated mobile app (4.8 stars)



Beanstack Partners: Across Georgia and Beyond!

- 61 public libraries across the state
- 761 schools, representing 70+ districts
- Tandems connection
- University libraries
 - ◆ University of Massachusetts Amherst
 - ◆ Swarthmore University



COBB COUNTY
SCHOOL DISTRICT

READING CHALLENGES

ONE TEAM. ONE GOAL. STUDENT SUCCESS.



Building Community



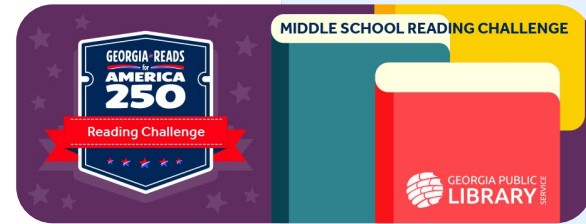
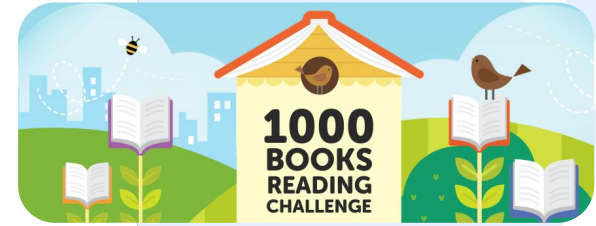
Inspire a Community Reading Culture

- Beanstack is highly customizable so you can create challenges tailored to your community and library
- Beanstack's data tools make it easy to demonstrate impact through real-time and historical data
- For all ages, from summer reading to year round engagement, Beanstack brings readers together in and around your library



Challenge Templates

- Makes challenge creation easy
- Customizable and editable
- Georgia-specific content
- Options to keep readers of all ages engaged all year



Activity Badges

- Customizable, flexible, and fun!
 - ◆ Highlight programming
 - ◆ Promote your collection
 - ◆ Spotlight resources
 - ◆ Get patrons in the door



Community Goals

- Rally your community around reading!
 - ◆ Build community and staff buy-in
 - ◆ Engage all ages and readers
 - ◆ Demonstrate community-wide impact
 - ◆ Sites that set a community goal have 22.25% higher enrollment



FORSYTH COUNTY PUBLIC
LIBRARY



7,866,562

**Minutes Read as of
July 28, 2025**

**Can we
reach
8 million
minutes?**



When to Use Beanstack

- Summer Reading
- Winter Reading
- 1,000 Books Before Kindergarten
- Year Round Genre Challenges
- Tie in with Cultural and Heritage Month Programming
- New Library Cardholders
- Promote Library and Community Resources



GPLS Beanstack Initiatives



Smokey Bear 80th Birthday Challenge



Smokey's Reading Challenge

Help Smokey celebrate his 80th birthday by learning how to prevent wildfires and help the environment. Read 3 books and earn 4 activity badges to complete the challenge and earn your prize! Start by taking Smokey's Pledge. Badges are earned by completing at least one activity in each section. Get a stamp for each badge you complete.

Take the Smokey Bear Pledge

I, _____ pledge to:

(Your Name)

STAMP

- Never play with matches, lighters or fire.
- Always have an adult present when having an outdoor fire.
- Never leave a fire unattended.
- Always have water and a shovel to put out the campfire.
- Always camp in a designated site and use a metal fire ring for the campfire.
- Always make sure the campfire is completely out before leaving it - remember to use the drown, stir, drown, and feel method.

Log Your Books Here!

Read 3 or more books on wildfire prevention or the environment. You can choose books from Smokey's Reading list (available at smokeybear.com) or pick your own.

1. _____
2. _____
3. _____
4. _____
5. _____

STAMP

Learn About Smokey

- Read the Story of Smokey on smokeybear.com to learn his history.
- Draw a picture of Smokey and include one of his safety tips.
- Find out what kind of bear Smokey is, and when and where he was born.
- Research some of Smokey's favorite foods (based on what kind of bear he is) then tell a friend.
- Make as many words as you can using just the letters in "Only You Can Prevent Wildfires".

STAMP



Campfire Safety

- Name 2 or more of Smokey's wildfire rules from www.usfs.gov.
- Write a poem about campfire safety.
- Tell a friend or family member about campfire safety.
- Write a song about campfire safety.
- Make a campfire safety rule poster to take with you when you go camping.
- Complete the Smokey Bear Mission on at ignitio@smokey.com.



STAMP

Nature Adventure

- Visit a park, forest or nature center for a hike.
- Go camping with your family.
- Choose a color and go outside. See how many things you can find that are that color.
- Collect five different kinds of leaves from outside and draw them when you get home.
- Find out the state bird, flower and insect for your state.



STAMP

Tree Exploration

- Find out the name of your state tree.
- Check out a field guide to trees from your library and see how many trees you can identify in your neighborhood.
- Identify three things that come from trees.
- Learn the word for "tree" in three different languages.
- Visit an arboretum.



STAMP

Career Exploration

- Check out a book from the library on an environmental career.
- Explore different environmental careers at www.usfs.gov.
- Read a Fire Career card (grades 4+) or an Ni reader (grades K-3) at www.usfs.gov.
- Draw a picture of yourself in an environmental career, such as a forester, ranger, or biologist.
- Interview a park or forest ranger.



STAMP

Wildfire Science

- Read a Natural Inquirer article on fire at naturalinquirer.us.
- Design a coloring book at smokeybear.com.
- List the three parts of a fire triangle.
- Download the app Smokey's Scouts and learn about how to prevent fires with a fun matching game.
- Complete at least one activity in the National Park Service's Junior Fire Ranger Activity Book at www.gov.



STAMP

Make a Difference

- Plant native flowers that attract pollinators.
- Replace a disposable item in your home with a reusable one.
- Hang your laundry outdoors instead of using a dryer.
- Talk to a friend about a book you read during this challenge.
- Volunteer for two hours in your community. Pick up trash in your neighborhood.



STAMP

Smokey Bear 80th Birthday Challenge



Take the Smokey Bear Pledge

- 1 activity



Smokey Bear Reading Badge 1

- Read 1 book



Learn About Smokey Bear

- 6 activities



Smokey Bear Reading Badge 2

- Read 2 books



Campfire Safety

- 6 activities



Smokey Bear Reading Badge 3

- Read 3 books

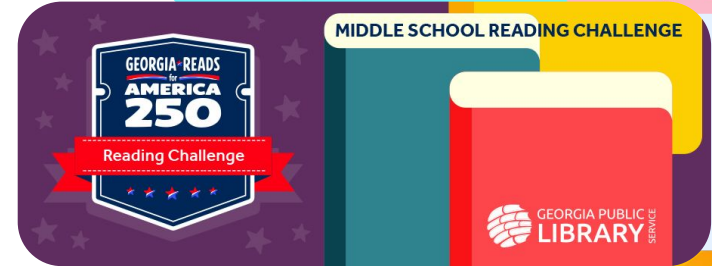


Georgia Reads for America 250

GEORGIA READS
for
AMERICA
250

HONOR THE PAST. READ FOR THE FUTURE.

Celebrate Reading
at Your Local Library

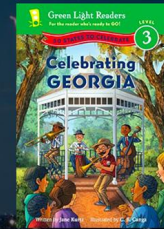
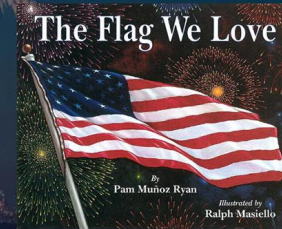
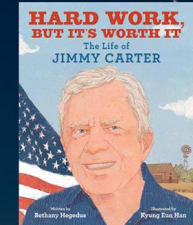
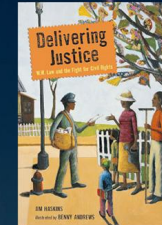
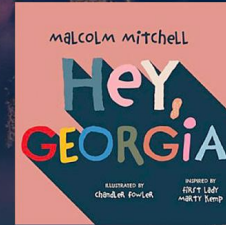


Georgia Reads for America 250



See all 25 books at america250.georgiareads.org

Georgia Reads for America250: The Journey Begins – Read for the Future!



Explore 25 books on American and Georgia history and civic literacy, broken down by grade level for a K-12 audience.

Georgia Reads for America 250



Storycamp Youth Services Conference



1,000 Books Before Kindergarten



Baby's First Library Card

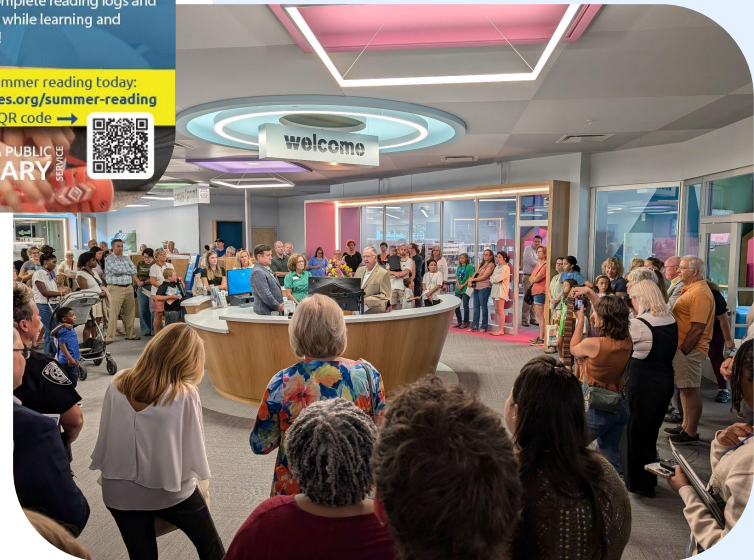
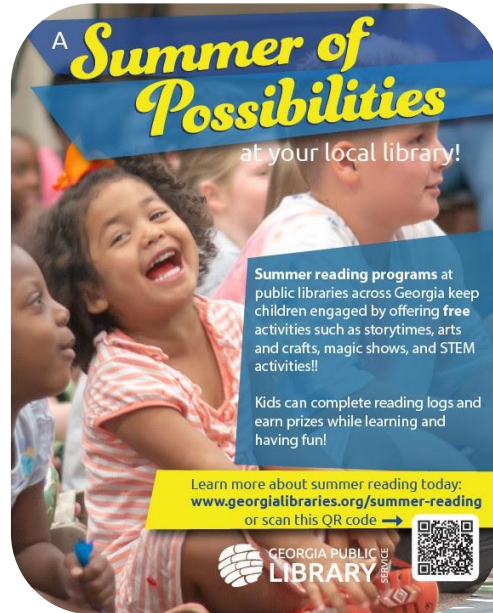


Bean-A-Palooza

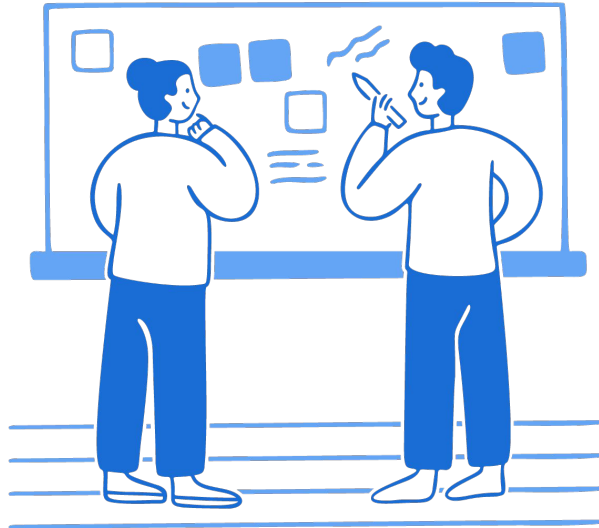


Creating Community

- Fandom
- Book Reviews
- Library Competitions
- Summer Reading
- Community Goals
- Connecting with Schools
- Book Clubs
- Staff Challenges
- Bean-A-Palooza
- Georgia Head Bean Team

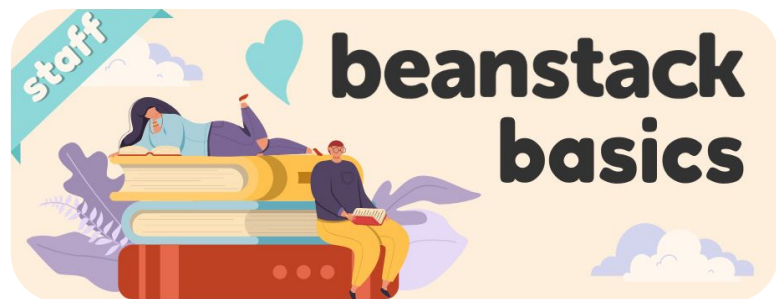
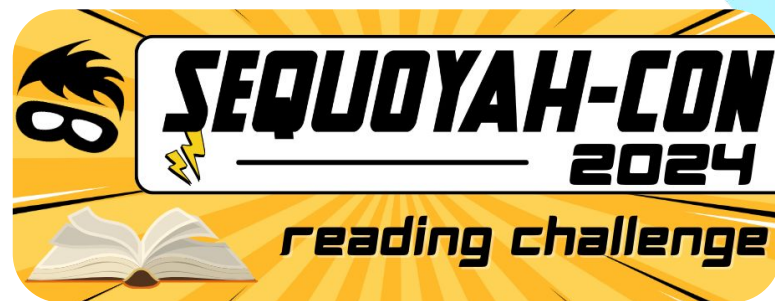


How Do Georgia Libraries Use Beanstack?



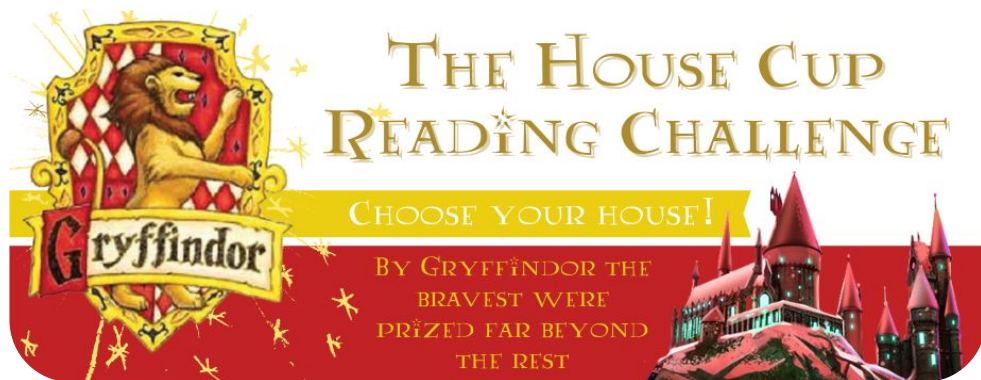
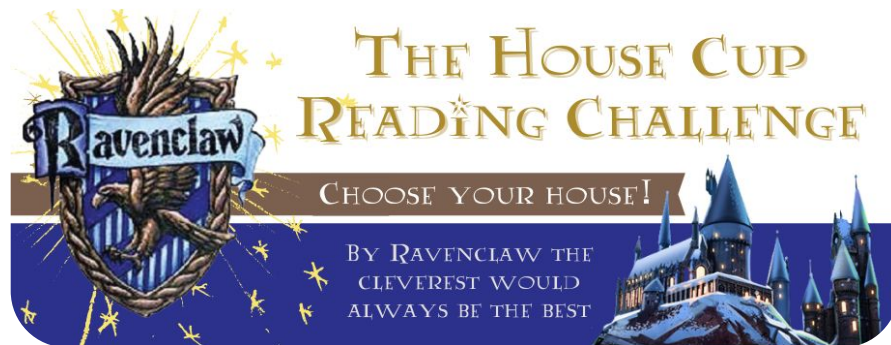
Sequoyah Regional Library

- Experience Your Library
 - ◆ Discover all of the Experience Passes that the Georgia Public Library Service has to offer
- Sequoyah-Con Reading Challenge
 - ◆ Ties in with their popular annual program
- Beanstack Staff Training Challenge
 - ◆ Builds staff buy in and orients new staff to Beanstack



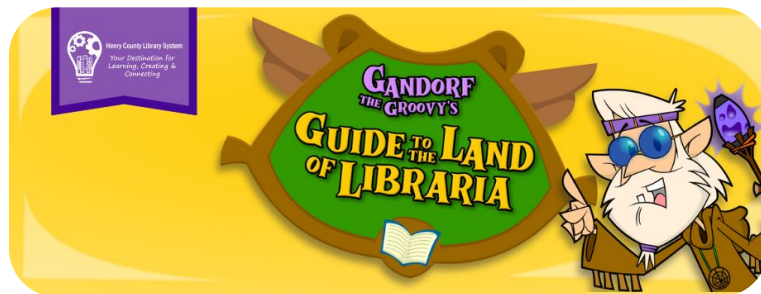
Piedmont Regional Library

- House Cup Challenge
 - ◆ Ties in with Harry Potter fandom
 - ◆ Leverages recognition as a reward - the top house with most points is recognized each quarter on the library's website
 - ◆ Fun badges that promote library resources and collections



Henry County Library System

- Interactive challenge with video elements and storyline
- “Get to know your library”
- Invites readers to explore library programming, resources, PINES, collections, and more!



Questions?

Thank You!



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Extra Slides

Slide Example

Best Practices:

→ Text here

Slide Example

Text: example

Text: example

Three Items



Theme

Select a theme for the challenge typically showcased in the banner and badge art as well as activities.

Audience

Who will be participating in the challenge and for what timeframe?

Goals

What are the goals of your challenge? What are the milestones a reader needs to complete?

List of Four Items



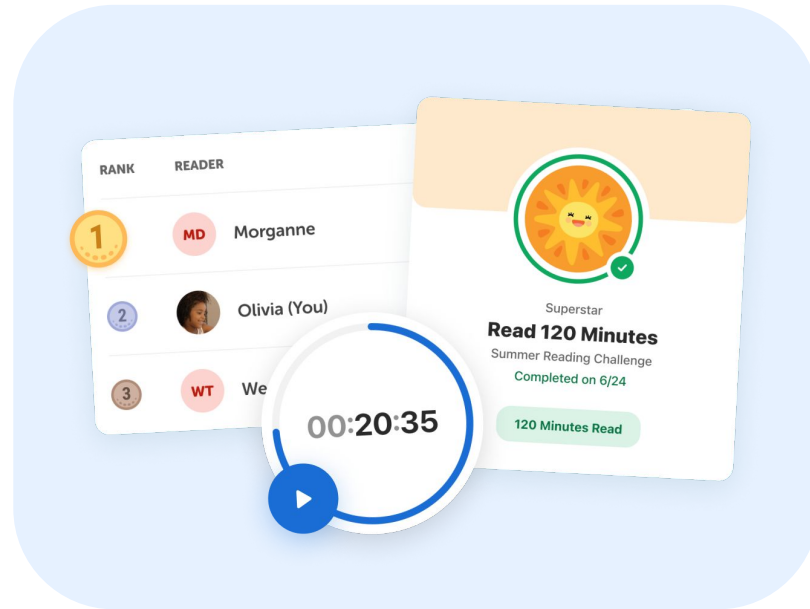
Site Settings

Landing Page Content

Challenge Basics

**Card with multiple lines of
content**

Demo



Section Divider

Another Divider

Divider With an Image



Divider With an Image

