



our communities

When Tall Poppy Writers (TPW) aren't working on their novels, they're out in the field. From book clubs and social media engagements, to building marketing partnerships and visiting bookstores, the Poppies are a dynamic group of authors who are actively involved in a variety of community groups.

- book clubs** Each year, Poppies actively participate in countless in-person and online book club events throughout North America. Additionally, the TPW host *The Tall Poppy Book Club*, which currently has 4,000 online members.
- bloom** BLOOM is an online book and philanthropy community that was established on Facebook in 2017. The site welcomed 5,000 members in the first few months, with 1,000 additional members joining monthly. Featuring celebrity guest hosts, weekly giveaways, and “behind the scenes” access and personal stories by a different Poppy host each week, BLOOM offers members direct access to a unique community of readers and authors. Engagement on BLOOM is high; it receives thousands of fun, intelligent, and respectful posts and comments throughout each week.
- blog** TPW manages a blog (<https://tallpoppies.org/blog/>) that features weekly book recommendations, author guest posts, and information about upcoming book releases.
- newsletter** The TPW monthly email newsletter has 6,300 subscribers. Additionally, several TPW members have email newsletters and blogs of their own, with a combined reach of 24,400 subscribers.
- social media** Poppies fully utilize social media to engage with readers and the publishing industry on such sites as Facebook, Twitter, Instagram, Goodreads, and Pinterest. When combined with the Poppies’ individual social media platforms, the TPW combined social media reach is nearly 500,000 people.
- events** Tall Poppies are in high demand with North American independent and national bookstore tours, author speaking events, industry conferences and panel discussions, university and college lectures, writing retreats, and more. Our group includes college professors, lawyers, doctors, and businesswomen with expertise in a wide array of topics. Whenever a Tall Poppy book is released, it receives the full support of the group via promotions, launch events, and contests. Additionally, we regularly promote the work of other female authors.
- giving** Poppies believe in giving back, particularly to organizations that support literacy, public libraries, and other causes. As individuals, the Poppies have contributed over \$125,000 to literacy programs and charities in their communities. As a team, TPW supports Room to Read (www.roomtoread.org), a nonprofit organization that seeks to transform the lives of millions of children in low-income countries by focusing on literacy and gender equality in education. Working in collaboration with local communities, partner organizations and governments, Room to Read helps develop literacy skills among primary school children, and supports girls to complete secondary school with the relevant life skills to succeed in school and beyond.