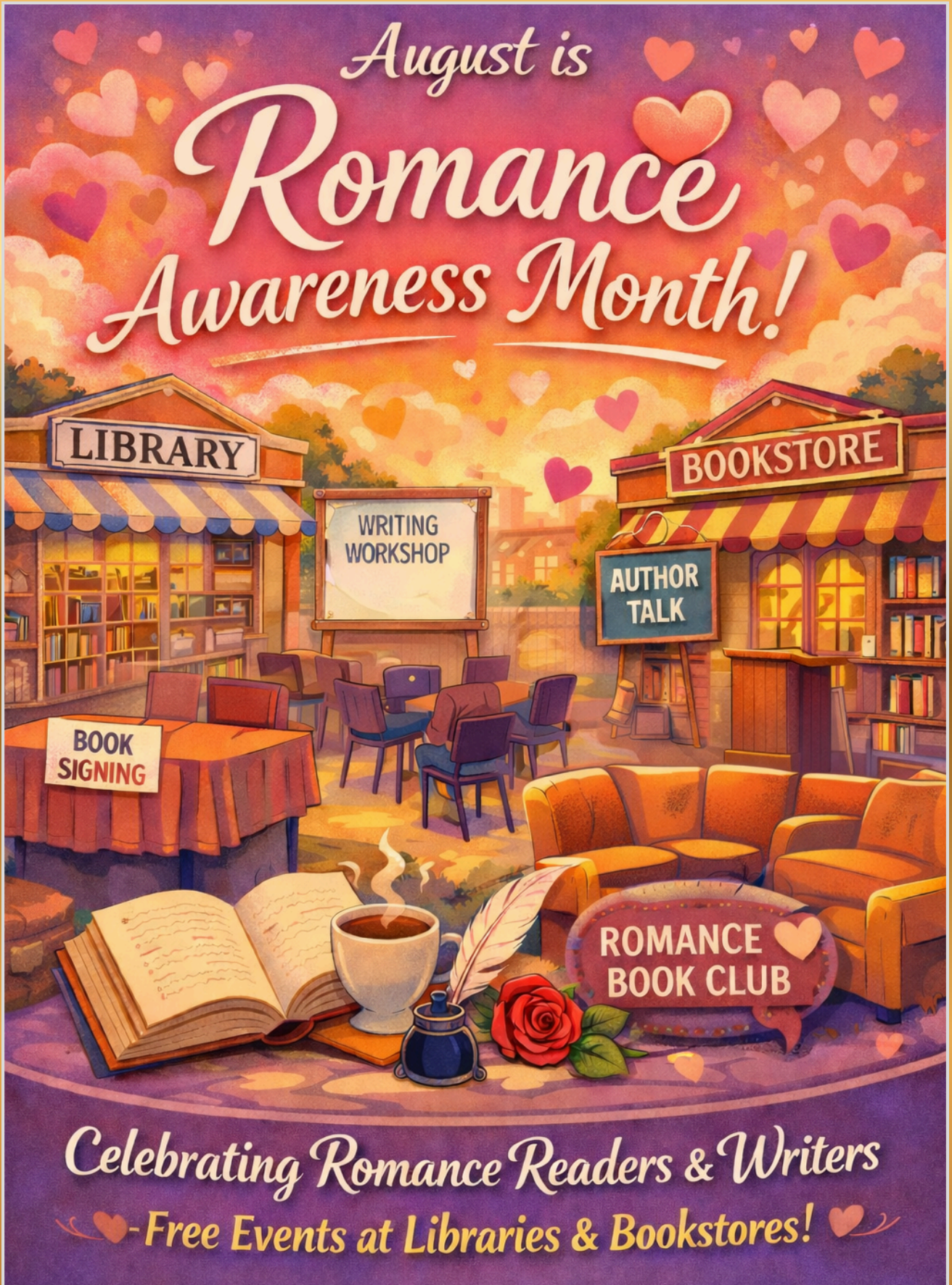


Romance Awareness Month 2026

Host Information Packet for Libraries and Bookstores



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Free Programming | Collaboration | Community



Romance Writers of America[®] (RWA) is a nonprofit trade association whose mission is to advance the professional and common business interests of career-focused romance writers through networking and advocacy and by increasing public awareness of the romance genre. RWA works to support the efforts of its members to earn a living, to make a full-time career out of writing romance—or a part-time one that generously supplements their main income.

RWA is committed to providing all of its members with an environment free from discrimination and harassment. RWA does not discriminate against or allow harassment of any member based on race, ethnicity, religion, color, sex, age, national origin, sexual orientation, disability, gender identity or expression, ancestry, pregnancy, or any other basis prohibited by law. In order to create a safe and respectful environment, discrimination and harassment of any sort is prohibited in RWA.

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rwa.org

About Romance Awareness Month

Romance Awareness Month is more than a series of events. It is a coordinated national effort to spotlight the power, reach, and cultural impact of the romance genre.

Romance is one of the most widely read genres in publishing, generating billions in annual revenue and serving a vast, loyal, and diverse readership. Romance novels center emotional journeys, relationships, hope, and the promise of a satisfying ending. They explore themes of resilience, healing, identity, family, friendship, and community across every imaginable setting and subgenre.

Today's romance genre reflects a broad spectrum of voices, cultures, identities, abilities, ages, faith traditions, and lived experiences. Diversity is not a trend within romance. It is essential to the genre's continued growth and authenticity. Readers deserve to see themselves on the page, and writers deserve spaces where their stories are valued and supported.

Through Romance Awareness Month, Romance Writers of America advances its mission to advocate for the genre, educate writers at every stage of their careers, and bring greater visibility and respect to romance as a vital part of the publishing industry. By partnering with libraries and bookstores, we help connect communities with professional authors who are committed to the storytelling excellence.

All programming is provided free of charge. Participating authors and industry professionals volunteer their time as part of this national celebration, offering their expertise, creativity, and passion in service of readers and aspiring writers. This initiative is rooted in collaboration, generosity, and a shared belief in the power of love stories to bring people together.

You provide the space or platform. We provide the authors and/or industry professionals. Promotion is a shared effort.

Why Host an Event

Hosting a Romance Awareness Month event allows you to offer free adult programming in August while engaging established romance readers and welcoming new ones into your space. These events support published and aspiring writers within your community, highlight the diversity of romance stories and voices, and create an opportunity to partner with a national professional writers organization.

All events are designed for adult audiences ages 18 and older. Content may be adapted to include Young Adult and New Adult interest within an adult programming framework.

Flexible Event Formats

Events may be hosted in person at your location, presented virtually using your own platform, delivered virtually through RWA's Zoom Events platform which accommodates over 500 attendees, or offered in a hybrid format that combines in-person and virtual participation.

There is no participation fee. Our members volunteer their time as part of this national celebration.

What RWA Provides

- Professional authors and industry professionals
- Event coordination support
- Promotional graphics and copy
- Virtual platform option if needed
- A collaborative promotional push

What You Provide

- Event space or digital platform
- Local promotion through your channels
- On site event support staff if in person

Why Bookstores Love This Format

- Drives in-store foot traffic with highly engaged romance readers
- Increases book sales through featured author displays, signings, and themed promotions
- Creates opportunities for pre-orders, signed copies, and add-on merchandise
- Attracts a loyal, community-oriented audience that shares events widely
- Offers zero-cost programming with no participation fee
- Expands reach through in-person, virtual, or hybrid options
- Aligns with one of publishing's strongest and most consistent-selling genres

Why Libraries Love This format

- Low prep
- High engagement
- Repeatable
- Supports adult literacy & community building
- Adaptable for YA and New Adult discussion within adult 18+ framing

Event Menu

You may host one event or multiple events during August.

Reader Focused Events

Romance Genre 101

An interactive introduction to tropes, subgenres, themes, and the satisfying Happily Ever After or Happy For Now ending.

Romance Book Club Takeover

An RWA author(s) joins your existing book club for a themed romance discussion.

Author Readings and Q&A

Featured published and/or pre published authors read from their work and answer audience questions about characters, inspiration, and the writing process.

Writer and Aspiring Writer Events

Writing Romance: Where to Start

A foundational session covering the core elements of romance.

Craft Workshops

Focused instruction on topics such as building compelling characters, writing believable conflict, and creating emotional chemistry.

Published, Pre-Published Authors & Industry Professionals Q&A

An open discussion featuring authors and publishing industry professionals about the writing life, traditional and independent publishing paths, the business of publishing, and professional growth within the romance industry.

Community Activities

Start a Romance Book Club

Guidance on launching or strengthening a romance focused book club in your community.

Romance Trivia, Bingo, or Creative Activities

Interactive programs that encourage participation through games and themed activities.

Romance Reader Social Hour

A relaxed, facilitated gathering where readers connect with one another. Includes guided prompts and recommendation sharing. Available virtually or in person.

Our participating members include both published and emerging writers from a wide range of backgrounds and experiences, and industry professionals. We aim to reflect the diversity of readers who love romance.

Supplemental materials such as discussion prompts, guides, and tips sheets may be available to support your event.

How We Match Our Members to Your Event

Our goal is to ensure a smooth, professional, and well-aligned experience for your audience.

When a library or bookstore submits an event request, we review submissions on a rolling basis. We confirm that requested dates, formats, and event types are complete and clearly defined. High-demand and time-sensitive dates are prioritized to ensure timely placement and coordination.

We then identify RWA members whose expertise and availability align with your needs. Members are matched based on their compatibility with the event format (in-person, virtual, or hybrid), your selected topic or programming focus, geographic proximity for in-person events when applicable, and comfort level with your intended audience, whether adult readers, aspiring writers, or a mixed community group.

To ensure the strongest possible fit, we typically shortlist one to three authors per request. Once a member confirms availability, we connect you directly and move forward with final coordination, promotion, and event preparation.

Communication Flow

RWA serves as the central point of coordination between the hosting library or bookstore and participating authors and industry professionals. The host begins by submitting an event request form. RWA then reviews the submission, confirms the details, and identifies potential matches. Once authors and/or industry professionals are selected, RWA introduces them to host via email to begin direct coordination.

The host and participating author and/or industry professionals confirm final logistics, including date, format, technology needs, and event setup. RWA remains copied on communications for support and troubleshooting as needed, and a final reminder email is sent one to two weeks prior to the event. Clear, streamlined communication ensures professionalism, efficiency, and a positive experience for all parties.

Quality Control & Risk Management

RWA prioritizes professional standards and audience-appropriate programming. Participating authors and industry professionals are members in good standing. Content expectations are clarified in advance to ensure alignment with host guidelines.

Hosts receive biographies and session descriptions prior to promotion to support transparency and marketing accuracy. Contingency planning is built into the process to address last-minute cancellations or technical issues, and RWA remains available for escalation support should concerns arise. This structure protects the host venue, the audience, and the participating members.

In-Person Recording Logistics

If an event is recorded, recording must be disclosed to authors and industry professionals in advance and written consent should be obtained (RWA will assist with this). Hosts determine storage and distribution parameters, and any posted recordings must properly credit the participating member(s). Recordings may not be monetized without prior written agreement. Links to recordings must be provided to RWA for posting on our website.

If recording is not permitted, the host should provide appropriate signage and verbal reminders to attendees to ensure compliance.

Staffing and Oversight

Each event includes clearly defined roles and responsibilities to ensure smooth execution. The host provides the venue or virtual platform access, assigns an on-site or virtual moderator, manages local book inventory when applicable, and oversees event-day logistics.

RWA coordinates the member matching process, provides promotional toolkit materials, offers virtual platform support if using RWA's Zoom Events platform, and remains available for troubleshooting throughout the process.

Participating authors agree to arrive prepared and on time, deliver professional and engaging programming, participate in audience Q&A, and promote the event through their platforms when possible.

Collaborative Promotion

Successful events are strengthened through shared marketing efforts. Promotion may include co-branded social media graphics, newsletter mentions from both the host and RWA, in-store signage and themed book displays, event listings on community calendars, and cross-tagging on social media platforms. **Important Note on Sales and Promotions:** Due to RWA's 501(c)(6) nonprofit trade association status, the organization cannot participate in or directly support individual author pre-order campaigns, direct sales campaigns, or specific book sales promotions. Our role is to promote the romance genre and support the professional development of our members as a whole, rather than to market or sell individual titles.

RWA provides promotional language templates and graphics to simplify outreach and support consistent messaging.

Post-Event Activities

Post-event engagement extends the impact of programming and helps build long-term relationships. Following the event, the host may send a thank-you email to the author, share social media recap posts with photos if permitted, and continue displaying supplemental materials for a designated period.

Hosts may also collect optional attendee feedback and conduct an internal debrief to refine future collaborations. Please share the results with us. Romance Awareness Month is designed to foster lasting relationships between RWA, libraries, bookstores, and local reading communities well beyond a single August event.

Frequently Asked Questions

Is there a fee to participate

No. All RWA member participation is provided at no cost.

Can we host more than one event

Yes. We encourage locations to host multiple events throughout August.

Are events appropriate for general library audiences

Events are for adults 18 and older and can be adapted to align with your community standards.

Do authors sell or give away books at the event

This must be coordinated in advance with the author consent or handled according to your existing policies. **Important Note on Sales and Promotions:** Due to RWA's 501(c)(6) nonprofit trade association status, the organization cannot participate in or directly support individual author pre-order campaigns, direct sales campaigns, or specific book sales promotions. Our role is to promote the romance genre and support the professional development of our members as a whole, rather than to market or sell individual titles.

What types of members participate

Participating authors include both traditionally published and independently published romance writers, as well as emerging authors building their careers, and industry professionals (literary agents, publishing company editors, freelance editors, book coaches, etc.). All participants are members in good standing with RWA, and committed to professional, audience-centered programming.

Can we request a specific topic or activity

Yes. You may indicate preferred topics or activities in your submission form, and we will make every effort to align members accordingly.

What if an author needs to cancel

In the rare event of a cancellation, RWA will work quickly to identify a replacement author or assist you in rescheduling.

What if I need to cancel

Notify RWA as soon as possible. We will assist you with informing participants and rescheduling if necessary.

Do we need to handle author travel expenses

No. RWA informs members that participation is voluntary and that they are responsible for their own travel expenses. Whenever possible, we match authors locally to minimize cost and coordination. Hosts are welcome—but not required—to offer travel stipends or perks such as free parking, and any such arrangements are agreed upon in advance.

Can we customize the program format

Yes. We encourage customization to ensure the event fits your audience, space, and community needs.

Are promotional materials provided

Yes. RWA provides sample graphics, language templates, and suggested promotional copy to support your outreach efforts.

Have more questions?

If your question wasn't answered in this FAQ, please feel free to email RWA President and Interim Executive Director Jacki Renée at jacki.renee@rwa.org. We're happy to help!

Join the Community

Join RWA as an Affiliate Member

Librarians and booksellers are invited to join Romance Writers of America as an Affiliate Member for \$10 per year.

Affiliate membership provides:

- Access to our member directory
- Opportunities for ongoing programming partnerships
- Updates about national initiatives
- Connection to a professional community of romance writers

Learn more about Affiliate Membership [here](#)

Experience the Conference



We invite you to attend the Romance Writers of America 2026 Annual Conference in Albuquerque, New Mexico, July 15 through July 18.

On Friday, July 17, we host a special Librarians and Booksellers Afternoon Reception where we spotlight librarians and booksellers who actively promote the romance genre in their communities.

Special conference registration pricing for librarians and booksellers:
\$45 [Librarians and Booksellers Afternoon Reception Only]
\$399 [Full Conference Experience]

Learn more about our upcoming conference [here](#). Register [here](#) (this registration link is exclusively for library staff and bookstore owners and employees and is not publicly available on our website).



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The Voice of Romance Writers