

16TH ANNUAL

2021

DECATUR BOOK FESTIVAL

SATURDAY • OCTOBER 2ND



AJC Decatur Book Festival
presented by



FIRST BAPTIST CHURCH
OF DECATUR

2021 FESTIVAL WRAP UP REPORT

BY THE NUMBERS

SUMMARY

Following an unprecedented year of change for the festival, we continued gaining inertia in 2021 with new, relevant, and creative programming. We kicked off the year with the second annual Summer Reading Series hosted by author Joshilyn Jackson and finished off 2021 with a first-ever, month-long Giving Tuesday fundraising campaign. In between, we re-imagined our traditional in-person event by hosting it on one day for both virtual and in-person viewers to enjoy. There's no doubt we accomplished a lot this year, and we couldn't have done it without our supporters — the people who follow us online, attend our events, and support us through donations.



18 SPONSORS



12 AUTHORS



7 LOCAL BOOKSELLERS



6 SESSIONS



1 OUTDOOR BOOK FAIR

493
TOTAL
ATTENDEES

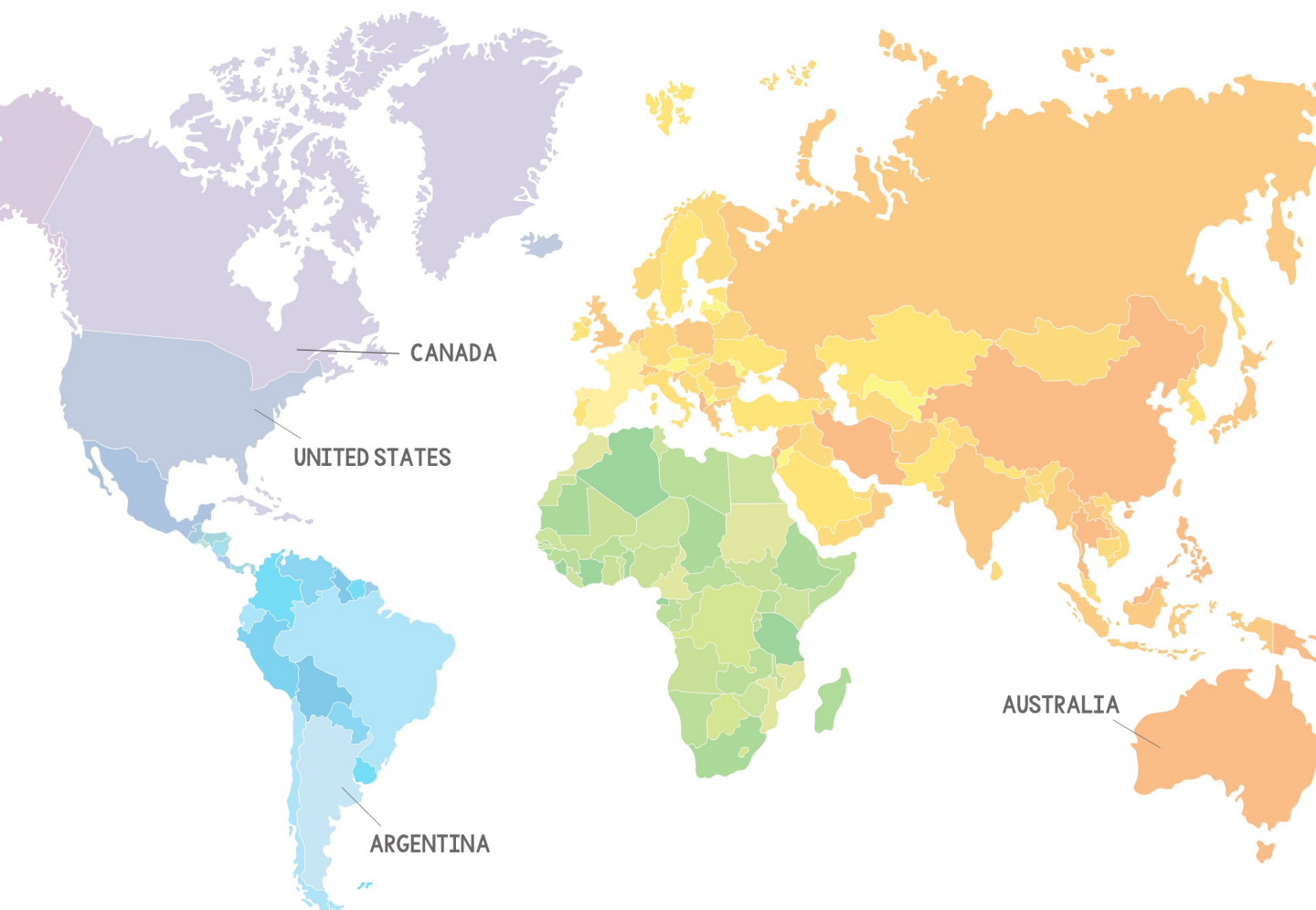
27
VIRTUAL ATTENDEES

VS.

466
IN-PERSON ATTENDEES

4th
COUNTRIES

REPRESENTED BY VIRTUAL ATTENDEES







Joshilyn Jackson

Summer Reading Series

9

EVENTS

18

AUTHORS

1,425

TOTAL VIRTUAL
ATTENDEES

BY THE NUMBERS

ATTENDEES

SERIES NAME

89

Ilona Bannister, Nancy Johnson,
& Andromeda Romano-Lax with Nicki Salcedo

101

P. Djèlí Clark and Nghi Vo interviewed
by Nicki Salcedo

128

Molly Greeley and Vanessa Riley in conversation
with Nicki Salcedo

135

Angeline Boulley and Kelly Quindlen in conversation
with Joshilyn Jackson

148

Claire Andrews, Genevieve Gornichec and
Jennifer Saint with Nicki Salcedo

169

Rochelle Alers and Mary Kay Andrews in
conversation with Joshilyn Jackson

231

Gin Phillips in conversation
with Joshilyn Jackson

424

Stacey Abrams in conversation
with Joshilyn Jackson



MARKETING



60 YOUTUBE SUBSCRIBERS



10,500+ EMAIL SUBSCRIBERS



35,500+ WEBSITE VISITORS



38,550+ SOCIAL MEDIA FOLLOWERS

DONATIONS

2021 BY THE NUMBERS



89 DONORS



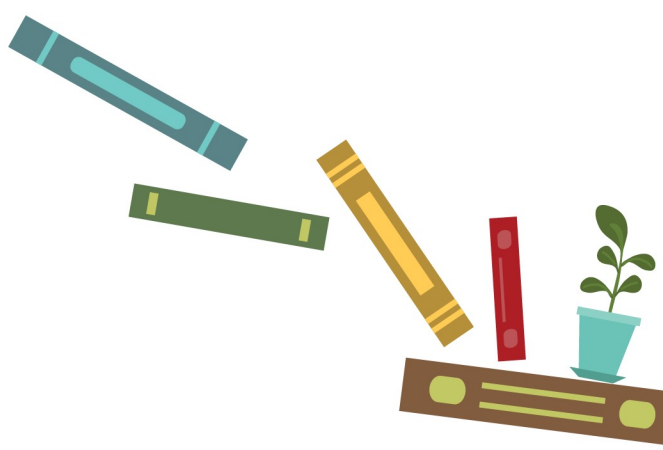
89 DONATIONS



\$24,044.77 TOTAL DONATIONS



\$4,791 GIVING TUESDAY DONATIONS

An illustration of several books in various colors (blue, green, yellow, red, brown) and a small potted plant with green leaves, arranged in a cluster.


"The Decatur Book Festival is a place where I can bring my personal and professional lives together and celebrate a shared love with my family, my friends and my community."

— D Roy, 2021 Attendee

An illustration of books in various colors (blue, red, orange, purple, green) and a pair of glasses, arranged in a cluster.

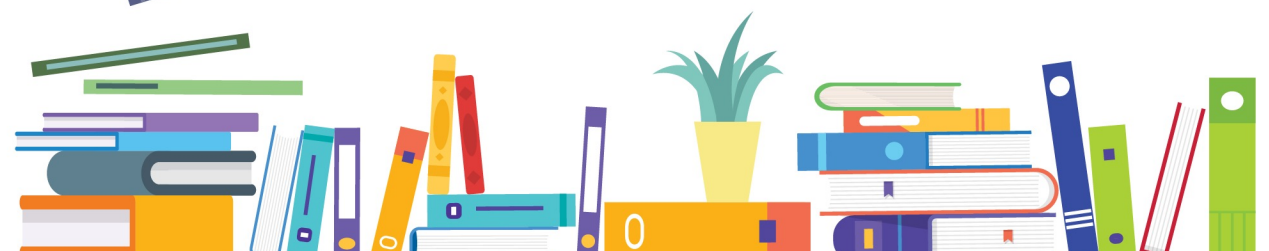
"It's really like a family reunion. With the family being all of us who love books."

— A Capella Books, DBF Vendor

An illustration of books in various colors (orange, blue, red, yellow, green, purple) arranged in a cluster.

"The festival has had a substantial positive impact on us, as well as the whole city."

— Eagle Eye Book Shop, DBF Vendor

An illustration of a row of books in various colors (blue, green, yellow, red, purple, orange) and a small potted plant with green leaves, arranged in a row.

It is our mission to encourage a love of reading, inquiry, and conversation in people of all ages, and build an enthusiastic and inclusive community of readers and writers throughout the south, sparking social, creative, and intellectual engagement. **Help us keep this mission alive all year long by donating to our cause today.**

DECATURBOOKFESTIVAL.COM/SUPPORT/DONATE