

Reach for the Stars

Reading Incentive Program
Sponsored by Usborne Books

Options (Select one)	Breakdown	Example: \$1,000 raised	Example: \$5,000 raised
Books For All	100 % books to kids 25% books to school	<i>\$1,000 books to kids</i> <i>\$250 books to library</i>	<i>\$5,000 books to kids</i> <i>\$1,250 books to library</i>
Fundraiser	50% books to kids 30% cash to school 20% books to school	<i>\$500 books to kids</i> <i>\$300 cash to school</i> <i>\$200 books to school</i>	<i>\$2,500 books to kids</i> <i>\$1,500 cash to school</i> <i>\$1,000 books to schools</i>
Book & Reading Bonanza	50% books to kids 60% books to school	<i>\$500 books to kids</i> <i>\$600 books to school</i>	<i>\$2,500 books to kids</i> <i>\$3,000 books to school</i>
<p>*Additional incentives provided by your Education Consultant for total school sales over \$1,000.</p> <ul style="list-style-type: none"> • Pizza Party for class with highest dollar amount of sponsorship. • Bookmark for every child who participates by reading. 			

REACH FOR THE STARS! Supplies are furnished to you, including *Usborne Books* catalog, with over 1,100 titles to choose from!

Children sign-up sponsors who pledge money for each minute the child reads (or is read to!) for a three-week period. Reading material can include homework assignments, books, newspapers, and magazines.

225 – 330 minutes is the suggested goal (Only 15-20 mins. /5 nights per week)!

We can adjust this to fit your needs. There is no lengthy record-keeping involved and the forms are easy to read and use.

No student to student competition Everyone is a winner!!

Your representative:

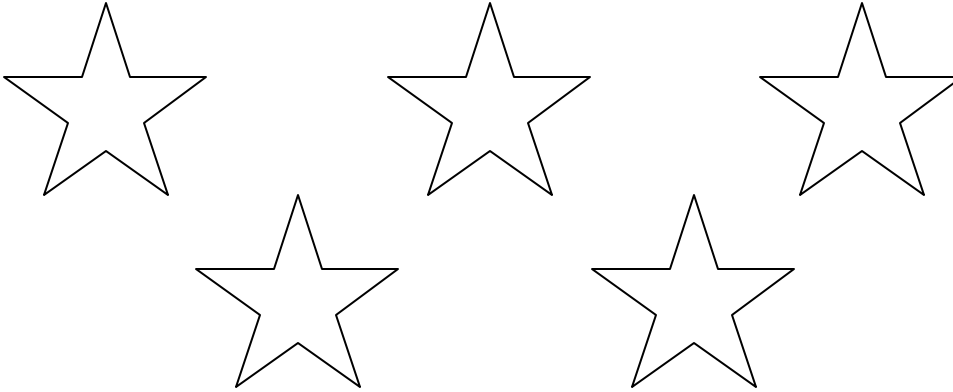
REACH FOR THE STARS READING LOG

Name _____

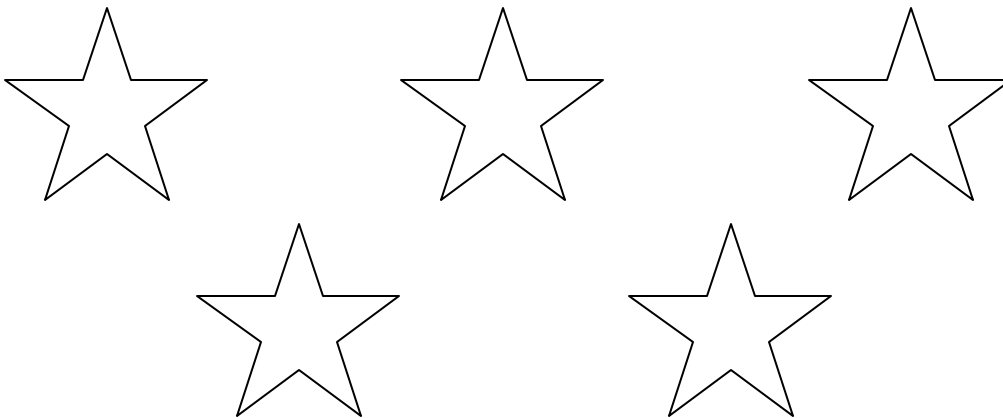
Teacher _____

Color one star for every _____ minutes that you read. Have an adult initial it for you. Reading Logs are due by _____.

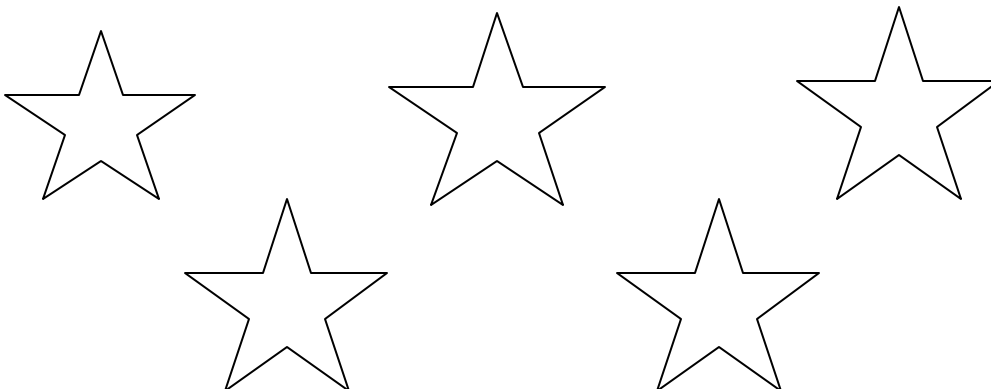
Week # 1



Week # 2



Week # 3





REACH FOR THE STARS!!

Dear Parents and Guardians,

We are providing an exciting reading-incentive program, **REACH FOR THE STARS!!** The goal is to motivate our children to read, keep them reading, and then reward them with books that grab their attention! Your child benefits with reading and with books given to them. Your school benefits by receiving their choice of cash and/or free books.

Your child will be rewarded with books for participating.

Participation in this program involves:

- * Collecting pledges from friends, neighbors, and relatives supporting their reading activity
- * Reading (or being read to) over the coming three week period
- * At the end of the three week period, the pledges will be collected and turned into your child's teacher
- * At that time, your child will select books totaling _____% of their collected pledges.

Please help your child in this program by encouraging them to complete their reading, or reading to your child, and by helping them collect their pledges. Your child will have the privilege of choosing new books to take home! Usborne Books will be on display and available _____. Let's help make your child a life long reader and learner!



Reach for the Stars!!



Dear Teachers,

Your school is taking part in REACH FOR THE STARS!!, a reading incentive program. In this program your students will gather sponsors for their reading, they will read, collect the pledges and select books! This benefits-

- * **Your students:** they receive ___% of the pledges collected in Usborne Books of their choice

- * **Your school:** receives ___% of pledges collected in _____.

Your students are motivated to read for the program and for life by receiving fun and educational books to keep for a lifetime!

Over a three-week period, students will read or be read to for twenty minutes a day for five days per week. Reading material can include homework assignments, newspapers, and magazines as well as books. The students will begin reading on _____ and will finish on _____. The students simply color a star on their reading chart for each 20 minutes of reading. This can be done at home or at school. Pledges should be collected and turned in by _____. On _____, classes will be scheduled throughout the day for students to select and order their personal books. These books will be distributed on _____.

As you can see, ___% of the pledges are coming back to the school. Each student will receive a bookmark just for participating. After the school reaches \$1,000 in collected pledges, **the highest collecting class will receive a pizza party!**

As your Educational Consultant, I am committed to helping make this as successful as possible. Please let me know how I can help you.

Thank you,



Child's Name: _____

Teacher: _____

Family and Friends,

Reach for the Stars!! Is a reading incentive program that is designed to:

- 1) Encourage children to read.
- 2) To put quality books into children's hands for _____% of pledges collected.
- 3) Support the children's school through cash AND books.

Over a three week period, the children will read"

* _____ minutes (_____minutes/5 nights per week)

* Turn in all pledge money by _____.

* The students will select books equal to _____% of the money they turn in.

Reach for the Stars!! Also supports your child's school through their choice of cash AND books!

This wonderful program utilizes **Usborne Books**, which make reading and learning **FUN!** Let's help make our children life long readers and learners! Help this student and help their school by sponsoring them in **Reach for the Stars!!**

MONEY DUE AT SCHOOL BY _____

Make checks payable to _____

SPONSOR SHEET

Name	Phone	\$ Pledge	\$ Paid
EXAMPLE: Alice White	859-123-1234	\$10.00	yes
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

RFTS Timeline for ABC Elementary

Date	Event	Special Note
January 31st 2:30pm (?)	Kick Off Assembly	Consultant — 5-10 minute introduction at scheduled assembly
January 31st	Packets to students 1. Letter to parents 2. Sponsor form 3. Star reading log	in Friday Folders
weeks of Feb 3, Feb 10, Feb 17	Students read	
Feb 11	Usborne Book display at PTA meeting	Volunteers would be helpful. Consultant speaks briefly to parents at meeting.
Feb 21-28	Students bring in money and pledge forms	
hopefully by Feb 28th	Consultant picks up money and pledge forms	
March 3rd Classes scheduled throughout the day	Book Display Consultant will have BOOK VOUCHERS and we will order their free books from the books they see at the display.	Volunteers would be helpful Consultant will bring completed vouchers
March 3rd	Free Book list for library or classrooms needed LAST DAY for pledge money	
March 5th (or other day)	Pizza Party for #1 Class!!! Cash delivered to school	
March 12-14	Books delivered to school via UPS	Store in _____ room? Consultant will sort March 14th Volunteers would be helpful
March 17	Bagged books distributed to kids	

RFTS/Usborne Books consultant contact info:

RFTS Assembly Sample

What could be said at a school assembly or to a group of children

By Nancy Ann Wartman

(This example the students were receiving 100% in books, and they received a Kid Kit under \$12 if they brought in \$100 in pledges)

Hi Everybody!

We have the coolest fundraiser for school that I'm going to tell you about because YOU will be the real winners with this!

We are so excited - February is NATIONAL READING MONTH!!!

We'd like you to get some NEW BOOKS for you to keep!

We're also going to get some new computer equipment for the school!!!

Raise your hand if you have reading homework most nights.

This will be great for all of you that has your hand raised!

REACH FOR THE STARS -

You will get new books from this equal to how much money you bring in. You will get people to sponsor you to read for the next 3 weeks. Maybe your parents would like to sponsor you! Maybe your grandma, maybe your aunts, maybe your neighbor. The amount you read will be the same as your reading homework, plus one more night! so for K-3, 15 minutes for 5 nights a week, for 4-5, 20 minutes for 5 nights a week
Each time you read, you'll color in a star on your star sheet.

When the 3 weeks are over and your reading is finished - bring the money from your sponsors to school. By the end of February, after everyone's money is at school then you'll get to pick out which books you want, we'll order them and 2 weeks later they'll be delivered to your class!

If you bring in \$10 then you'll pick out \$10 in books

If you bring in \$38 then you'll pick out \$38 in books

If you bring in \$125 then you'll pick out \$125 in books

If you get 10 sponsors for \$10 each then you'll get \$100 in books AND one of these cool Kid Kits...you could paint a horse, draw animals with sidewalk chalk, make a dream catcher just like the Native Americans and you'll have lots of great kits to choose from!
You'll see the poster in the cafeteria!

In your Friday Folders you'll have an envelope to collect your money and 3 papers about this

1 - a letter for your parents or guardians that explains it to them

2- reading log with stars to color in for each segment you read

3 - your sponsor form! Use this tonight! Ask your parents to pledge \$ for you to read.

Ask your grandparents to pledge \$ for you to read. Ask your neighbor to pledge \$ for you

to read.

You don't have to remember all these details. Just show your letter to your parents so they can read all about it! All you need to do is tell everyone how excited you are about this and how much you want to do this and read!

Here's what you could say:

"Grandma I'm doing the coolest reading thing at school and I'm going to get new books from it and the school will get new computers!!! I get pledges to read for 3 weeks.

I take the money to school and pick out the books I want! If I get \$10 to read then I get \$10 of books! If I get \$50 to read then I get \$50 in books! AND If I get 10 people to sponsor me \$10 each then I get this cool thing that's binoculars, compass, mirror, magnifying glass all in one!!! Would you like to sponsor me for reading?"

Your principal, _____, would like to do something really CRAZY to show you all how much she is supporting this - It's going to be really CRAZY! SO everybody wants to get sponsors for reading and then read read read!

Little things to get the children involved are helpful.

You could do a cheer, like this:

Gimme an R

R

Gimme an E

E

Gimme an A

A

Gimme a D

D

What do ya got?

READ

Louder...

READ

Louder...

READ

Consultants Only

Reach for the Stars!! Calculation Sheet

Option 1: Books for All

Provides:

100% books to kids

25% books to school/organization

Books

_____ (a) pledges collected (\$600 or more)

_____ (b) amount of books to school/organization 25% of (a)

_____ (c) books to be ordered (a + b)

Divide by 1.5

_____ (d) retail to turn in as bookfair

Divide by 2

_____ (e) turn in as free books with (d) retail bookfair

Cash

_____ (d) from above, retail amount of bookfair order

_____ (f) $17\% \times (d) =$ commission on bookfair order

_____ (g) amount to turn in to HO w/bookfair order

_____ (a) from above, pledges collected (cash on hand)

_____ (g) from above, amount to turn in to HO w/bookfair order

_____ (h) your cash remaining, for RFTS's incentives and your profit!!

This will equal 30% of the pledges collected.

Consultants Only

Reach for the Stars!! Calculation Sheet

Option 2: Fundraiser

Provides:

50% books to kids

20% books to school/organization

30% cash to organization

BOOKS

_____ (a) pledges collected (at least \$1,100)

_____ (b) cash to school/organization 30% of (a)

_____ (c) books to be ordered (a – b) (also cash remaining)

Divide by 1.5

_____ (d) retail to turn in as bookfair

Divide by 2

_____ (e) turn in as free books with (d) retail bookfair

CASH

_____ (d) from above, retail amount of bookfair order

_____ (f) $17\% \times (d) =$ commission on bookfair order

_____ (g) amount to turn in to HO w/bookfair order

_____ (c) from above, (cash remaining)

_____ (g) from above, amount to turn in to HO w/bookfair order

_____ (h) your cash remaining, for RFTS's incentives and your profit!!

This will equal 31% of the pledges collected.

Consultants Only
Reach for the Stars!! Calculation Sheet
Option 3: BOOK & READING BONANZA

Provides:

50% books to kids

60% books to school/organization

BOOKS

_____ (a) pledges collected (\$700 or more)

_____ (b) amount of books to school/organization 10% of (a)

_____ (c) books to be ordered (a + b)

Divide by 1.5

_____ (d) retail to turn in as bookfair

Divide by 2

_____ (e) turn in as free books with (d) retail bookfair

CASH

_____ (d) from above, retail amount of bookfair order

_____ (f) $17\% \times (d) =$ commission on bookfair order

_____ (g) amount to turn in to HO w/bookfair order

_____ (a) from above, pledges collected (cash on hand)

_____ (g) from above, amount to turn in to HO w/bookfair order

_____ (h) your cash remaining, for RFTS's incentives and your profit!!

This will equal 39% of the pledges collected.