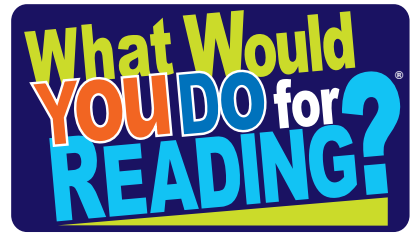


What would **YOU** do to get **MORE KIDS** reading and kids **READING MORE**?



Would **YOU...**



▲ Give your students a milkshake party?



◀ Dress up in a rival team's jersey?

Or, Would **YOU...**



▲ Have a donut-eating contest?



◀ Get a pie in the face?



Kids all over Canada are reading more and having more fun doing it, thanks to fun-loving media specialists, teachers, and principals willing to do whatever it takes to inspire more kids to pick up a book!

You want your students to read more. **So do we!**

It begins with a goal, but achieving the goal is not the end. It's the beginning.

Sometimes a little extra motivation is needed to get kids to pick up a book or to devote more time to reading. **What Would You Do for Reading?** is a fun program with the power to build excitement for reading, even among the most reluctant readers.

Think fun. Think memorable. Think results. Collaborate with your principal, faculty team, or students to arrive at a goal. Decide on a reward that will motivate the student body and promote it with spirit. Whether you choose to reward students with a pizza party, homework passes, or a faculty member doing a fun stunt, kids will respond.

If you're ready to get started, we're ready to help. Just follow the simple steps on the back page, and show your school community just how serious your school is about reading.

Step 1: Before Your Fair

- **Set a reading goal.** Challenge students to read a certain number of books, pages, or minutes during your contest. Up the ante by grade level, if desired.
- **Choose a meaningful motivator.** Find a wacky stunt or student privilege from our list, or be creative and come up with one of your own. Brainstorm with faculty or even students themselves. Some schools choose different stunts and/or privileges for each goal milestone.
- **Recruit your principal or other faculty members** to participate in the stunt or privilege.
- **Set a start date** several weeks before your Fair to promote the activity, and end your challenge on the last day of the Fair to drive excitement throughout the event.
- **Pump up your promotion** by partnering it with Classroom Wish List or Booktalk! [In-a-Box]. These programs will help give more students and teachers greater access to more books.
- **Announce the challenge** during a school-wide assembly, and post lots of promotional materials around your school. Make sure parents catch the excitement, too!

Step 2: During Your Fair

- **Continue to promote** your goal and stunt and/or privilege to motivate students to participate. Place a goal chart in a prominent location so everyone can see your progress.
- **Contact the local media** using the press release template found online at www.scholastic.ca/bookfairs and click on *Let's Raise Readers*.

Step 3: After Your Fair

- **Award the privilege or conduct the stunt** as goals are achieved or immediately following.
- **Alert the local media** and school community about when the stunt and/or privilege will take place.
- **Evaluate your event** with members of your team, and begin planning how to inspire more reading through your next Fair.

School Reading Goals to Choose From:

- Challenge students to read a certain number of books within a time frame.
- Set a number of minutes you want students to read over a predetermined period of time.
- Set a number of minutes you want read daily by each grade level for X consecutive days.
- Set a number of books you want students to buy at the Fair.

Choose From These Kid-Approved Wacky Stunts:

- Get transformed into a human ice cream sundae.
- Dress as a book character for a day.
- Eat chocolate-covered insects.
- Get covered in slime.

For Something More Tame, Consider These Student Privilege Ideas:

- Dress in the uniform of your favorite team's rival.
- Play rock music for students during lunch.
- Let students have an afternoon of games and movies.
- Serve students lunch.

For more information on this program, watch an informational video by going online at www.scholastic.ca/bookfairs and clicking on *Let's Raise Readers!*