

# Fabulous Fall Town Hall

Down the road the gingerbread man. He ran past the  
doghouse. The dog wagged his tail. "Slow down, Gingerbread  
man. I want to talk to you," the dog barked. And he started  
crying like the gingerbread man.

But the gingerbread man ran faster.

"I'll run and run as fast as I can.  
I won't reach you, I'm the gingerbread man!"  
And from the window, I ran from the man.  
"It ran from you. See if I can!"

October 30, 2020



# Welcome!

Using the Chat box, tell us your name and where you are from!

The Chat Box is at the bottom of the Zoom tool bar :)

Hi everyone! Rebecca  
from RAR National in  
MD

# Agenda for Today's Town Hall

## 5 Tips to Funding Your RAR Program

- Open Discussion-Sharing Session



# Tips for Funding Your RAR Program

**Mikaela Houghton**

As Manager of Affiliate Growth and Development, Mikaela's focus is supporting the development and growth of both new and current Affiliates. She spearheads our Business Development Team (Sales) and works on our Contributed Revenue Team (Fundraising).

[mhoughton@raisingareader.org](mailto:mhoughton@raisingareader.org)

# Planning Ahead

**Raising A Reader** (RAR) helps families develop, practice and maintain the habit of sharing books—a habit that research demonstrates is *essential* to developing reading skills.



## Costs for Expanding to New Classrooms & Sustaining Program

For the first year, it costs approximately \$115 per child to start the Raising A Reader program.

Materials, on average, last around 5 years so we typically recommend Affiliates account for 3% of their Year 1 budget for subsequent years.

\$200/classroom to maintain after first year for replacement books/bags and \$7 per child for Blue Library Bag



# Costs to Sustain RAR

ITEM	DESCRIPTION	COSTS
Replenishment Materials	Refresher Sets (1 Red Bag and 5 books) Blue Library Bags	\$55-\$80 \$ 7
Staff Coordination & Overhead	Depending on the size of the Raising A Reader program you are going to implement, staff time for coordination could range from 10 hours – 40 hours a week. Also please consider office space, supplies, etc.	Varies
Evaluation	Although RAR provides an evaluation toolkit, some programs hire an outside evaluator depending on funder and agency requirements.	~\$5,000-\$7,000
Provider Orientations	Since RAR is a train-the-trainer model, the RAR Coordinator is responsible for training the providers that will be implementing the program. Please consider room space needs (hopefully available through in-kind use of community meeting space), food, possible stipends, and copying of handouts.	Varies
Parent Nights	Although RAR is not a workshop heavy program, each site should host at least 2 parent nights (an initial RAR Orientation and a Literacy/Library event). It is up to the host agency if they are going to fund refreshments, any giveaway items (can usually get donations), and copying of handouts.	Varies
Promotional Materials	Host agencies often seek to promote their RAR programs in the community. Cost might include marketing materials or RAR giveaways.	Varies

## Tip #1

Think about how RAR is funded now. Are there other funding sources you can leverage?

CARES Act provides funding 12 allowable uses, including online instruction, programs for ELL + activities to address needs for low-income students.

# Funding to Consider

- Family Engagement / Parenting Education
- Dual Capacity Framework
- SEL (Social Emotional Learning)
- STEAM
- Striving Readers
- ESSA Titles 1 + 3
- Community Engagement
- Kindergarten Readiness
- ESOL/Dual Language Learning
- Poverty Focused Intervention
- Reading Intervention
- Professional Development for Staff
- Multicultural Awareness
- CARES ACT**



# What Congressional Covid Funding Means for K-12 Schools



## Tip #2

**Are there ways to leverage local businesses to support early literacy?** Think about businesses that make your community unique.

At last week's Town Hall, we learned of an Affiliate who partnered with a local frozen yogurt shop – students who read a specific number of books received a discount on their purchase.



Are there ways that locals can help promote or conduct online storytimes?

Could you ask for donations from a local credit union or bank to purchase our financial literacy collection for all RAR students?

Could a PTA support RAR expansion up to 2<sup>nd</sup> grade so that more students in your district can have access to RAR?

## Tip #3

### Use online fundraising resources!

If done correctly, crowdsourcing can provide your community with short-term funding to help replenish loss.

- Global Giving
- DonorsChoose
- Facebook Birthday Fundraisers (difficult to acknowledge donors)
- Giving Tuesday (December 1, 2020)
- Amazon Smile
- GoFundMe

**Are there days your state has designated for giving? For example, Georgia has “Georgia Gives Day!”**

Although some of these funding sources may help provide an immediate need, they may not be great for sustaining year over year because many of them take a percentage of your earnings.





## Tip #4

**Think about how to tell YOUR story of impact!** What makes the families you serve unique?



Donors are likely to give when they have an emotional connection – tug on their heartstrings!

“Raising A Reader gives Spanish speaking parents the ability to practice reading basic English in the privacy of their home which begins to build confidence to read outside the home.”

-Dawn Ryan, Preschool Teacher, Aspen, CO

## Tip #5

### Sponsorships

Can local businesses or organizations “sponsor” a classroom?

- Kiwanis
- Lions Club
- Masons
- Junior League
- Women's Organizations
- PTO's
- College Clubs
- Chamber of Commerce
- Walmart
- Costco

RAR can co-brand bags if purchased in bulk!



## Resources on OAN

- ✓ 2019 Costs for Starting RAR Program
- ✓ Grant Language
- ✓ Going Back Toolkit
- ✓ Annual Appeal Letter
- ✓ Local Publicity Kit

If you do not already have access to the OAN, please contact us at [rarinquiry@raisingareader.org](mailto:rarinquiry@raisingareader.org) and we will ensure your site has a username and password.

[www.raisingareader.org/oan](http://www.raisingareader.org/oan)





# Raising A Reader's Family Shared Reading Program

*Fall Edition*

## Fabulous Fall Classroom Pack!

- *For Families...*
- **Components:**
- Six Bilingual Storybooks
- Bilingual Family Guide
- Response Journal
- RAR Fall Webpage:
  - Virtual Storytimes & Recorded Read Alouds
  - Shared Reading Videos
  - Virtual Field Trips
  - Downloadable extension activities

## Fabulous Fall Classroom Pack!

- *For Implementers, Teachers, Home Visitors...*

### **Components:**

- Six Bilingual Storybooks
- Bilingual Family Guide
- Cell Phone Stand
- One Puppet
- Downloadable Implementer Guide
- *Exclusive* Online & On-Demand Training
- **Raising A Reader Family Learning Circle!**



11/2/2020  
11/2/2020

# Shared Reading Family Guide: Sneak Peek!

## Week 1: Taking A Picture Walk

### What?

A picture walk is an activity between an adult reader and child that takes place before reading a new story. A picture walk involves previewing the pictures in a storybook to familiarize the child with the story prior to introducing the text.

### Why?

A picture walk sparks a child's interest in a story and helps prepare them for the story that will soon be read. It gives the child a sense of what might happen in the story. Who are the characters? Where does it take place? What will happen? This in turn helps children to connect the illustrations to their own experiences and may increase the child's comprehension of the story.

### Try It!

1. First, show your child the cover and read the title. Ask what your child thinks the story will be about, based only on what they see. Then slowly flip through the book, page by page (or by picking several key pages in advance) without reading a single word.

2. Next, ask questions about each picture that will engage your child's imagination and encourage participation in the activity. Some questions might be:

*"What is going on here?"*

*"Who is this?"*

*"Why does the character look so excited?"*

*"When is this story taking place?"*

*"How do you think the story is going to end?"*

3. After you're done with the picture walk and have started the actual read-aloud session, short discussions while reading can be very beneficial to the children because they reinforce the critical thinking that you fueled by stimulating their curiosity during the picture walk. Some questions might be:

*"Do you still think the story is going to end like that? Why or why not?"*

*"Was it a good idea for the character to do that? How would you have solved that problem?"*

*"So now that you know what really happened, why do you think the character looks so excited?"*



## Semana 1: Hacer un Caminata Fotográfica/ Recorrido de las Ilustraciones

### ¿Qué?

Un recorrido de las ilustraciones es una actividad entre un lector adulto y un niño que se lleva a cabo antes de leer una nuevo cuento. Un recorrido de las ilustraciones implica la vista previa de las imágenes de un libro de cuentos para familiarizar al niño con la historia antes de presentar el texto.

### ¿Por Qué?

Un recorrido de las imágenes despierta el interés del niño en el cuento y lo ayuda a prepararse para la cuenta que pronto se leerá. Le da al niño una idea de lo que podría suceder en la historia. ¿Quiénes son los personajes? ¿Dónde toma lugar? ¿Lo que sucederá? Esto, a su vez, ayuda a los niños a conectar las ilustraciones con sus propias experiencias y puede aumentar la comprensión del cuento por parte del niño.

### ¡Intentalo!

1. Primero enséñele a su hijo la portada y lea el título. Pregúntele a su hijo de qué cree que se tratará el cuento, basándose únicamente en lo que ve. Luego, hojee lentamente el libro, página por página (o eligiendo varias páginas clave por adelantado) sin leer una sola palabra.
2. Luego, haga preguntas sobre cada imagen que involucren la imaginación de su hijo y lo estimulen a participar en la actividad. Algunas preguntas pueden ser:

*"¿Qué está pasando aquí?"*

*"¿Quién es este?"*

*"¿Por qué el personaje se ve tan emocionado?"*

*"¿Cuándo se desarrolla esta historia?"*

*"¿Cómo crees que va a terminar la historia?"*

3. Una vez que haya terminado con la recorrida de las ilustraciones y haya comenzado la sesión real de lectura en voz alta, las discusiones breves durante la lectura pueden ser muy beneficiosas para los niños porque refuerzan el pensamiento crítico que usted estimuló al estimular su curiosidad durante el recorrido de las ilustraciones. Algunas preguntas pueden ser:

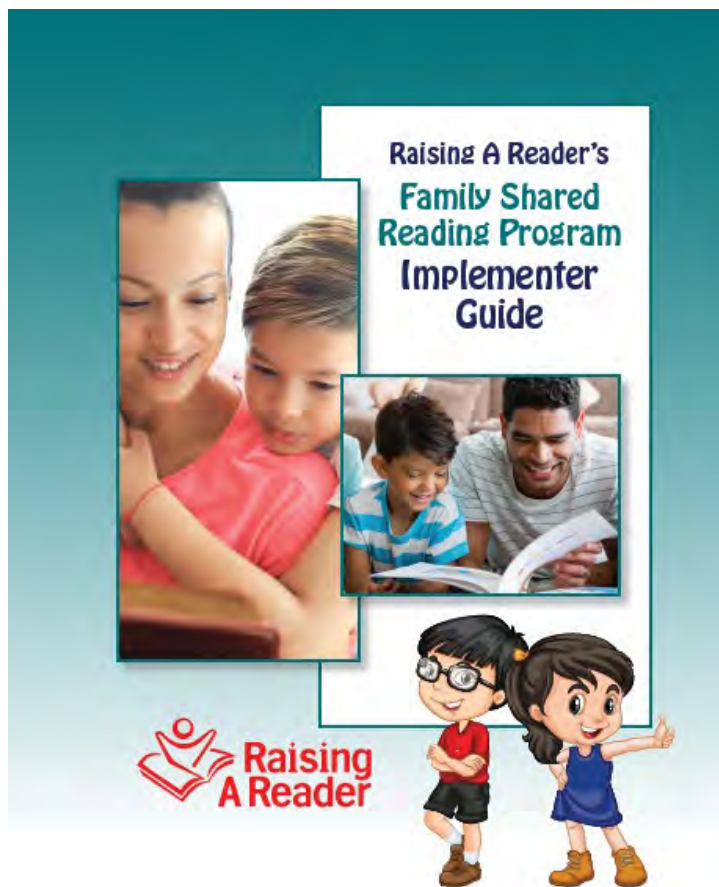
*"¿Sigues pensando que la historia va a terminar así? ¿Por qué o por qué no?"*

*"¿Fue una buena idea que el personaje hiciera eso? ¿Cómo habrías resuelto ese problema?"*

*"Ahora que sabes lo que realmente sucedió, ¿por qué crees que el personaje se ve tan emocionado?"*



# Implementer Guide: Sneak Peek!



## Setting the Raising A Reader Stage

### Tips for Engaging Children and Families Virtually

1. **Schedule Hello and Goodbye Time:** If your session is interactive, bookend your session with a time where children can say hello/goodbye and wave to their friends.
2. **Puppet Presentation:** Surprise your audience by having a puppet handy. Colorful puppets are visually engaging for children and will help keep them focused on the session. Use puppets to help you answer questions, as a class mascot, or even to act as your "assistant." To add to the fun, have your puppet wear something or hold an object that relates to the theme of your book or session, to acknowledge a holiday, or to celebrate a birthday.
3. **Work with Whiteboards:** Whiteboards can be used to reinforce concepts for visual learners. They are great to use for demonstrations, writing key vocabulary words, or even for creating drawings.



Shannon Pimentel, RAR Coordinator for San Luis Obispo Office of Education (CA), uses puppets to engage children and families in virtual activities and storytime.



Kristin Jackson, RAR Coordinator in Oklahoma City (OK) dresses up as a Red Book Bag to add fun to storytime!

4. **Dress Up:** Dressing up can spark a lot of fun in your session. You can dress up for every session, such as Raising A Reader's "Little Red Reading Hood" or the "Red Book Bag." Or, you can dress up to match the theme of your session or a special occasion. To add to the fun, schedule dress up days and invite children to dress up, too!
5. **Add Action:** It's hard for young children to sit still for long periods of time. Incorporate different movement into your session, such as:
  - a. Invite children to bend to touch their toes
  - b. Encourage them to jump up and down while counting
  - c. Prompt children to stand up and sit down
6. **Use Raising A Reader's Red Book Bag as a Mystery Bag:** Mystery bags are a great way to gain children's attention. Place objects that relate to the book you are reading into your mystery bag. One by one, take out the object. Use the objects to ask children what the mystery book might be about.

7. **Invite Guest Readers:** Engage the entire community in your Raising A Reader session. Guest readers are a great way for community members to engage with your families and can serve as a bridge for connecting families to community resources. Guest readers also provide something new and different for each session as each guest comes complete with their own special set of skills and talents to share with your families.



RAR Aspen to Parachute (CO) involves the whole community when providing online read alouds to their families.

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# Fabulous Fall Classroom Pack!

*A Fun Way to Support Early Literacy through Reading Routines and Home-School Connections!*

The First 100  
Implementer  
Toolkits  
ordered will get  
a RAR Swag  
Bag!

## Individual Family Pack

- Ages 3-Prek
- School Age

**\$55 per Family  
Pack!**

## Classroom Pack

- Implementer Toolkit
- Family Pack (up to 25)
  - Ages 3-PreK
  - School Age

**25%  
Off**

**\$200-\$1250  
per  
Classroom!**

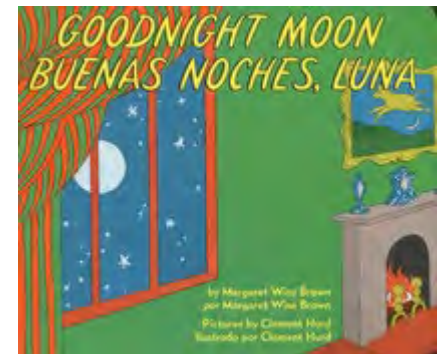
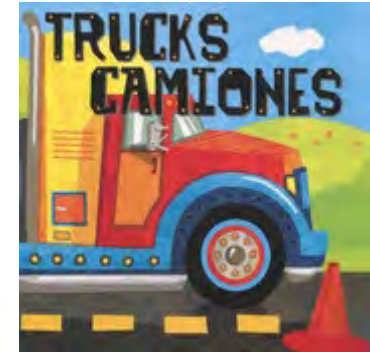


# Infant and Toddler Kits NOW AVAILABLE!

- Six Bilingual Board Books
- 1 High Quality Puppet
- Bilingual Family Guide
- Special Section on Fab Fall Webpage!

**\$32/each!**

**Shipping Included**



## Sharing Books with Infants

### Ages 0 - 6 Months

#### Why Read Aloud to Infants, Ages Birth to 6 months?

In the first few months of life, infants are growing essential connections in the brain. Reading with your infant will develop and strengthen your bond and provide a foundation for listening and language development. Infants find comfort in the sound of your voice — whether you are reading, talking, or singing! Set aside a few minutes a day for sharing books together.

#### Try It! Read Aloud Tips:

- Hold baby in your lap to help them see the book you are holding. Make reading a daily habit. Babies may start to recognize the reading routine by smiling, kicking, or even calming as you bring out a book to read.
- Read a few pages at a time. Infants may only pay attention for a few brief moments. Don't worry if you don't finish the story.

#### Types of Books to Consider:

- Board books, soft fabric books, or vinyl bath books.
- Books with brightly colored illustrations or pictures. For newborns, use books that have high contrast images, including black and white illustrations or pictures.
- Books that show pictures of people, animals, and everyday objects.



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### Raising A Reader's Family Shared Reading Program Infant & Toddler Guide

Programa Familiar Compartido  
de Raising A Reader  
Guía para  
Infante o Bebé y Niño Pequeño



## Sharing Books with Infants

### Ages 6 - 12 Months

#### Why Read Aloud to Infants, Ages 6 to 12 months?

Infants, ages 6-12 months, become little explorers as their awareness and mobility give them a whole new world to explore. Baby's personality starts to flourish, too, as they begin to express emotions, have preferences, and show attachment to loved ones. Reading to babies at this age will support their natural curiosity while continuing to build a foundation for language development.

#### Try It! Read Aloud Tips:

- Provide baby a book to hold while you share a different book. Babies show interest in books by looking, touching, or even mouthing them. Point to, name, and talk about the pictures or illustrations.
- Make noises and sounds that are in the book. Show expressions and emotions as you read.
- Follow your baby's interest, even if it means only reading for a few minutes at a time.

#### Types of Books to Consider:

- Board books, soft fabric books, or vinyl bath books.
- Books that have textures.
- Books that have illustrations or pictures of real-life objects or people.



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# Infant & Toddler Guide

Sneak Peek

# Family Shared Reading Program Webpage!



# Resources and Announcements



# SAVE THE DATE!!!



Invites you to an exclusive design session:

## Radical Collaboration

Raising A Reader's role in reimagining early literacy partnerships at scale

Date: November 17, 2020  
Time: 10:00am - 11:00am Pacific  
Meeting details & links to follow

With special guests



Lisa Guernsey

Director of the Teaching, Learning & Tech Program at New America to set the stage with an overview of the current early education landscape



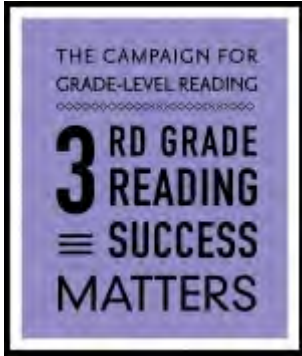
Megan Wyatt

Managing Director, Early Learning Programs and Strategy, Bezos Family Foundation  
Raising A Reader investor



Thurman White

Chairman and CEO, Progress Investment Management Company, Board Member, Silicon Valley Community Foundation and Thurman and Eileen White Family Fund  
Raising A Reader investor



12:00 PM PT | 3:00 PM ET

[Register here](#)

**November 10, 2020 @ 3p.m. ET**

**The Future of Early Math: What Science and Practice Tells Us**

The Federal Role in Advancing Digital Equity

Presenters: TBD

Continue Every Tuesday, Register [Here](#)

GLR  
Learning  
Tuesdays



## Sharing Session/Discussion

