



Reach for the Stars!!

**A Reading Incentive Program
sponsored by
EDC Educational Services/Usborne Books**

***Reach for the Stars!!* is the program that.....**

- Gets students excited about reading
- Can serve as a valuable literacy-based community service project
- Puts books into your classrooms and into children's homes
- Provides high quality, award-winning educational children's books

Our literacy-based fundraising program is unique by.....

- Rewarding children for participating with BOOKS
- Returning 100% of proceeds raised with BOOKS or BOOKS & up to 30% CASH

We welcome the opportunity to bring this program to your school. Enclosed you will find a detailed program description and copies of various form samples that can be utilized during the program. These are samples that have been used successfully at other schools around the country.

Please contact me after reviewing this package so we can set up a meeting to schedule your *Reach for the Stars!!!* 2005/2006.

Your Partner in Supporting Literacy,

Kelly George
EDC Educational Services/Usborne Books
937/681-4324
Kelly@SupportingLiteracy.com
www.SupportingLiteracy.com



Reach for the Stars!!

What is RFTS?

RFTS is a reading incentive program. Reading is the key that unlocks the mind! In a world where only one out of every ten adults walks into a bookstore, we need to help our children learn to love books. Here is a program that will help put fun, educational books into the hands of our children at home and at school. **RFTS is a pledge-based reading incentive program that returns every cent pledged**

back to the organization. It rewards children for reading with books. With at least a 100% return, what could be better?

How Does RFTS Work?

There are two program options to choose from:

1) FUND RAISER - Your organization receives 30% in cash of the money pledged.

The other 70% will be divided between the student participants (50%) and the school (20%). Students use their allotment to select Usborne Books from their wishlists for personal ownership, and the school uses their allotment to select Usborne Books that will stock bookshelves in the library, classrooms, reading intervention program – the possibilities are endless.

2) BOOK & READING BONANZA – 100% of the pledge money is used to purchase books and educational materials from the entire Usborne catalog; 50% to the student participants, and 50% to the school. An extra 10% in books is available with this program for additional teacher or student reading incentives.

What Is The Goal of RFTS?

The primary goal of RFTS is to have children read, or be read to, a minimum of 30 minutes per school day – totaling 300 minutes of reading during a two week period. Student participants collect pledges from friends, neighbors, and family. Sponsors may pledge a flat amount (\$10.00 regardless of how many minutes read), or may base their pledge on the actual time spent reading (\$5.00 per 100 minutes read).

How Do Students Participate in RFTS?

Your Usborne representative helps get the students excited about the program during a school assembly or classroom presentation. Students see the wonderful books they will be able to select with half of their pledge dollars, then it's as easy as one, two, three...

1. **About two weeks before** the reading program begins, each student takes home a parent letter describing the program
2. **Once the program begins** each student receives a participation packet containing a parent letter and a RFTS log containing “5steps,” reading journal, wish list & sponsor sheet. The student and parent will begin logging reading time and recording pledges by the minute, hour, or flat rate on the pledge sheet. Each student is given a goal of 30 minutes per day for 10 school days, for a total of 300 minutes. This is very achievable! Students can include the minutes spent reading favorite books and magazines, being read to by a parent/caregiver, and even reading for homework assignments.
3. **At the end of the two week time period**, students turn in their completed RFTS log and pledge money.

What Does Our Organization Need to Do?

You will need a volunteer (could be an administrator, teacher, or parent) to be a primary contact for your Usborne representative, collect reading journals and pledges, and provide your Usborne representative with participation information throughout the program. Your Usborne representative will provide the RFTS logs, catalogs, and master copies of parent letters. Your representative will also facilitate student wish list completion, compile the book order, organize books when they arrive, and deliver them to your organization ready to distribute to individual students and teachers.

What Do We Get From RFTS?

Students, even pre-emergent or emergent readers, experience the satisfaction of reading or being read to and develop a reading routine. They get excited about book ownership! Each child will receive a certificate of participation and a bookmark when they turn in their journals. Your organization earns free books or money AND free books!

Why Is The RFTS Program So Important? Consider the following:

Some experts believe that the biggest obstacle to literacy is the scarcity of books and appropriate reading material in the home.

“The 1998 Reading Report Card found that students with higher reading scores were more likely to report four types of reading materials in their homes – encyclopedias, magazine, newspapers, and at least 25 books.” (The NAEP)

There's no better way to increase vocabulary, improve spelling and writing, and cultivate public speaking skills than by reading aloud to a child! (Jim Trelease, The Read-Aloud Handbook)



Reach for the Stars!!

Sample Goals and Incentives

STUDENTS

Reach for the Stars!! Star Reader Certificate and Bookmark

Awarded to all readers who reach the individual goal of 300 minutes read.

Kid Kit

Awarded to any reader who accomplishes the 10-10-10 challenge:
Read ten (10) days & collect ten (10) pledges of \$10 each

Read to Succeed Medal

Awarded to the Top Readers in each class who exceed 300 minutes.
Awarded to the Top Readers in each class who achieve the 10-10-10 challenge.

Star Trophy

Awarded to the Top Reader (most minutes read) in the school.
Awarded to the Top Reader (most pledges) in the school.

CLASSROOMS

Classroom Pizza or Ice Cream Party

Awarded to every class with 100% reading participation – all students in class reach the individual goal of 300 minutes read.

TEACHERS

Free Set of Classroom Books

Awarded to the teacher with the most combined personal and student minutes read.

THERE ARE MANY MORE IDEAS TO ADD FUN AND EXCITEMENT TO YOUR PROGRAM! I WILL WORK WITH YOU TO ENSURE YOUR EVENT IS A POSITIVE EXPERIENCE FOR STUDENTS, PARENTS, AND TEACHERS!



Reach for the Stars!!

Success Stories

Let us help you make *your* Reach For The Stars reading incentive program a success!

Herberich Primary School
Fairlawn, OH
June, 2005

Students read for more than 151,000 minutes and collected \$10,225 in pledges. Students received more than \$5,500 in books, teachers selected more than \$2,000 in books for their classrooms, and the school librarian selected \$3,680 in Usborne books for the library! (Newspaper article attached.)

Edgewood Elementary
Folsom, PA
November, 2004

165 students participated and raised \$6,500 in pledges! Students received \$3,250 in books, and the school received \$3,900 in books!

Mason City School District Kindergarten
Mason, OH
March, 2003

329 students participated and raised \$9,400 in pledges! Students received the entire amount in books, and Usborne provided the school with a matching gift of 25% in books!

RFTS Reading Incentive Program

Parent Letter #1



(print on school letterhead)

_____ announces a 2005 Reach For The Stars Reading Incentive Program during the weeks of _____. The program goals are to promote a love of independent reading and to experience the pleasure of reading to someone or the joy of being read to. We invite all students to participate and support this year's Reading Incentive Program.

A child learns to read until third grade; after third grade, a child reads to learn. Motivating our children to read, keeping them reading regularly, and providing them with exciting, educational books they will want to read paves the way for a child's success in school and for a lifelong love of learning.

Your child will be rewarded for participation by receiving their choice of high quality, award-winning, educational books equal in value to 50% of their pledge money collected. Additional prizes will be awarded to top readers and for top pledge money collected.

_____ will benefit by receiving the remaining 50% of pledge money collected in books for the library and classrooms. The entire 100% of proceeds raised will be returned to the students and school!

On _____, all students will attend a school assembly to introduce the program and will receive a RFTS log containing a reading journal, a book wish list, and a sponsor sheet. Students can begin contacting family and friends with sponsor requests once they receive this RFTS log. Students will begin logging reading time in their reading journal the following Monday to reach their goal of at least 300 minutes read during the two-week Reading Incentive Program.

Please help your child monitor his collection of pledges and submit the amount collected (cash or checks made out to _____) to your child's teacher with the RFTS log at the conclusion of the Reading Incentive Program.

Thank you for participating in the RFTS Reading Incentive Program. If you have any questions, contact your Reach For The Stars Chair, _____, at _____.

Sincerely,

School Principal/Agency Director

Reach For The Stars Chair

RFTS Reading Incentive Program

Parent Letter #2 – participation packet

(print on school letterhead)



Your child attended the Reach For The Stars kick-off assembly today! Please take a moment to review their RFTS log containing their reading journal, book wish list, and sponsor sheet.

- Our first week of reading begins on Monday!! Please remind your child to record his/her reading minutes.
- Encourage your child to contact sponsors to support their reading. Your child receives 50% of pledges collected in new books! Your child's school receives the remaining 50% in new books for a 100% return!
- Ask your child to show you his/her book wish list. (Catalogs are available in the classroom, and books will be on display in the _____ from _____ through _____.) You can help your child complete his/her book wish list by previewing the books on display at the _____ meeting on _____ or by viewing the online catalog at www.SupportingLiteracy.com.
- Help keep your child excited about reading!!

RFTS Reading Incentive Program
Student Flyer

(print on bright paper)



COMING SOON...

_____ will
Reach for the Stars!!

Support Your School!

Win Great Prizes!

Earn New Books!

Be A Star Reader!



In 1973, Peter Usborne decided that educational, nonfiction books would need to change in order to compete with TV and comics. He borrowed some ideas from these two media and hired educational consultants to oversee the writing to make sure that the books would satisfy the child's interest but also arouse it.

Explanatory books which merely explain are doing only half the job; if a book fails to make its subject attractive and interesting to the reader, chances are that the explanation will fail. Usborne Books are designed graphically to draw the students in, to make them want to learn the material and to help them retain that knowledge. The magic of Usborne Books is that they make both reading and learning fun and not a boring or intimidating experience. Peter Usborne set out to break down a child's resistance to reading and learning at home. These books are so well organized that children absorb and recall much of the vast amount of information presented.

Usborne Books are fascinating, lavishly illustrated books written with humor, surprise and drama. They incorporate activities and puzzles to challenge a child's observation and intelligence. Their superb printing quality and exceptionally well-produced graphics, high ratio of pictures to text, short magazine-like format and unique detail set Usborne Books apart from anything yet produced. There is a wide range of subjects covering hobbies, history, science, nature, foreign language, parent's guides and more. Usborne Books truly appeal to all ages, infants to adults, with prices to suit everyone. The books are printed on acid free paper, so the pages will last forever if taken care of properly.

EDC is a publicly traded company on the NASDAQ stock market and was recognized in 2005, 2004, and 2003 by Fortune magazine as one of the 100 Fastest Growing Small Companies in America; and in 1997 by Forbes Magazine as one of the 200 Best Small Companies in America.

I am very proud of our company and the product line we represent, and also very pleased with the response from our customers. Our goal is to continue to provide the finest educational books for your children.

Randall White
President and CEO



Randall W. White
Chairman of the Board,
President and Chief
Executive Officer



Company Profile

Educational Development Corporation, a Delaware corporation, was incorporated in 1965 to develop curriculum materials for schools. In 1978 the Publishing Division was created to distribute Usborne children's books, and the Home Business Division was started in 1989.

Educational Development Corporation is the sole United States distributor of Usborne Books, educational children's books produced in the UK by Usborne Publishing Limited.

The Company's Publishing Division distributes the books to bookstores, toy stores, specialty stores and other retail outlets throughout the United States.

The Home Business Division markets the entire product line through independent sales consultants utilizing a combination of direct sales, educational workshops, book fairs, and fundraisers. The Home Business Division is also responsible for sales to schools and public libraries.

EDC and Usborne Books have received many prestigious awards recognizing their contribution to the world of literacy and dedication to the company's Mission Statement. These accolades from educator and parent organizations around the world are evidence of our continued commitment to impact the lives of children.

EDC Mission

"The future of our world depends on the education of our children.
EDC delivers educational excellence one book at a time.
We provide economic opportunity while fostering
strong family values. We touch the lives of
children for a lifetime."

Unique Features of Usborne Books

DOUBLE PAGE SPREAD

Children lay on the floor with Usborne books imagining they are inside the double page illustration. Children “play” with the illustrations because they are so real and so large. Usborne Books truly invite the child to take part in the wonderful adventure of learning. The strongest readers will take the longest amount of time looking at the pictures. Encourage them to look for details and tidbits.

PAGES BURSTING WITH ACTIVITY

Usborne Books are not only aesthetically pleasing, but also provide children with various activities to keep them interested and actively involved.

Many Usborne series utilize questions at the end of each double page spread to check comprehension, initiate logic skills, and challenge a reader’s visual discrimination. Our comprehensive selection of puzzle, search, and early reading books incorporate these features. Hands-on activities are also included in many series to facilitate the kinesthetic mode of learning, in addition to the visual and auditory modes of learning.

CUTAWAY ILLUSTRATIONS

Cutaway illustrations found in Usborne Books show the inside view of those places children rarely have a chance to see, whether inside a castle, under the ground, into the earth’s core, or inside an animal cell. Our books make understanding the unknown easy and help children investigate “what’s inside.”

KNOWLEDGE IN BITE-SIZE PIECES WITH TEXT POSITIONED AROUND ILLUSTRATIONS

The unique presentation of text in Usborne Books facilitates retention and recall of information. The reader sees the concept visually with the picture and then with the text. It helps the reader to make the necessary bridges to other information they already have and to file it away in the appropriate file. The cognitive thinking system is like a file cabinet of information. Making these bridges is actually one of the higher levels of cognitive (and critical) thinking called synthesis.

Most American text is watered down by using words with fewer syllables, which leads to boring and often ambiguous text. Usborne’s approach makes books child-friendly by maintaining interest with meaty bits of information cut in pieces they can chew! This approach works well with all reading levels. The child can digest as much or as

little as they desire on each page. Curiosity is satisfied without feeling overwhelmed by a page of solid text.

STEP-BY-STEP INSTRUCTIONS

Usborne offers a wide selection of “How To” books featuring step-by-step instructions for ages preschool to adult. Colorful illustrations are included with the easy to follow steps whether a child is learning to cook, make origami or draw. Step-by-step instruction provides basic skill development and technique in addition to developing the ability to follow directions. Step-by-step instruction leads to greater self-confidence and self-esteem when children see their finished work.

DUAL READING LEVELS

Many of our Farmyard Tales series books have dual reading levels with easy-to-read text on the top of the page for early readers and a more detailed paragraph on the bottom of the page. In addition to functioning as wonderful read-aloud storybooks, the dual-level format makes these books perfect for shared reading between child and parent. They provide a gentle introduction to reading for early readers, since the complete story is contained within the easy-to-read top text. As reading skills and confidence increase, the more detailed paragraph on the bottom of the page adds to the story. The dual-level books, with vivid illustrations and a hidden duck in every picture, span a wide range of ages from toddler to early elementary!

INTERNET-LINKED BOOKS

Our most extraordinary and popular feature is the internet-links found in over 200 Usborne titles. This new generation of books is linked through the Usborne website to exciting Usborne-recommended places on the internet – the world’s treasure-chest of knowledge. An Usborne internet-linked book brings the power of the written word and the vast information of the internet together to enhance a reader’s learning experience. Usborne-Quicklinks.com takes you to over 10,000 age-appropriate websites, all regularly reviewed by Usborne; to downloadable images; to Usborne’s virtual keyboard; to Usborne pronunciation guides; to homework help with quizzes, coloring pages, and more; to downloadable tunes to which you can play music.



Reach for the Stars!!

Program Agreement

Between

_____ &
Kelly George, Independent Educational Consultant
EDC Educational Services/Usborne Books
937/681-4324 www.SupportingLiteracy.com

Please complete the following to reserve the date for your REACH FOR THE STARS event. Information will be used to determine necessary supply quantities.

Our organization, _____, agrees to participate in the REACH FOR THE STARS!! reading incentive program. We will begin the program ___/___/___ and end the program on ___/___/___.

Address: _____

Phone/email: _____

Contact Person/Title: _____

Students/Families/Classrooms: _____ / _____ / _____ Participating Grades:

_____ Tax Exempt ID #: _____

Program Options

Please indicate your program choice below and complete percentages to total 100%, with at least 50% in books to participating students:

Option A: BOOKS FOR ALL

___% in books to participating students

___% in books to classrooms

___% in books to library

___% in books to _____

Option B: FUNDRAISER PROGRAM

___% in books to participating students

___% in cash to the school or organization
(maximum 30%)

___% in books to classrooms

___% in books to library

___% in books to _____

CALENDAR OF EVENTS

Classroom Introduction:

Date: _____

Time: _____

For grades: _____

Reading & Pledge Period:

Begin: _____

End: _____

Reading log & pledge money due: _____

Book Ordering Period:

Date: _____

Time: _____

I will notify you of book amount due to school for ordering purposes no later than:

I will need to receive the school's book order no later than: _____

Book Delivery:

Date: _____

Time: _____

Location: _____

We would welcome the opportunity to participate in an awards assembly! Students would be invited to the gym/auditorium for a thank you as they receive their books, certificates, and top reader awards. We also like to display the books purchased for the school, so students can see how they helped their school.

Additional comments or requests from organization:

School/Organization's Responsibilities

- ☆ ASSEMBLY or CLASSROOM INTRO TO THE PROGRAM
 - Provide a schedule of times, room numbers, teacher's names

- ☆ STUDENT BOOK ORDERS
 - Recruit 2 –3 volunteers to assist students in selection of books and completing Student Book Order Forms the day of shopping. The more volunteers, the smoother it goes! An Usborne Consultant will be present that day and “leading” the student ordering.

- ☆ LIBRARY & OTHER BOOK ORDERS
 - Have the designated person fill out an order form, which will be provided, with the list of the books earned from the *RFTS* program to be turned in at the same time as the student book orders.

- ☆ INCENTIVES (optional)
 - Create and offer any alternate incentives (optional)

- ☆ DISTRIBUTION OF BOOKS (optional)
 - Arrange a place for a quick assembly to congratulate our participants.

Usborne Representative's Responsibilities

- ☆ ASSEMBLY or CLASSROOM INTRO TO THE PROGRAM
 - Set up a display of books at designated area
 - Conduct assembly or classroom introduction to explain program and motivate participants.

- ☆ SUPPLIES
 - Supply all necessary materials including, but not limited to, master copies of letter to parent, pledge form and reading log, catalog for each classroom and library, pledge envelopes labeled for each classroom, etc.

- ☆ INCENTIVES
 - Supply incentives with the Program, if minimum requirements are met.
 - Deliver any earned Usborne incentives along with the ordered books.

☆ STUDENT BOOK ORDERS

- Distribute book vouchers to each of the participants.
- Manage and take orders for the participants during the book fair.

☆ ASSISTANCE

- Be available to answer any questions or concerns.
- Pick up and deliver forms and supplies on designated days.

☆ BOOK DISTRIBUTION

- Pre-sort and bag/box individual orders.
- Organize according to classroom.
- Deliver books to your school or to the agreed upon destination.

I understand and am in agreement with the written stipulations and responsibilities included in this program agreement.

X_____ Date _____ X_____ Date _____
Signature of Organization Representative Signature of Usborne Representative