

PAWS for READING

PAWSPICIOUS BEGINNINGS

It all starts with getting the woof out!

It starts with getting the **WORD** out.

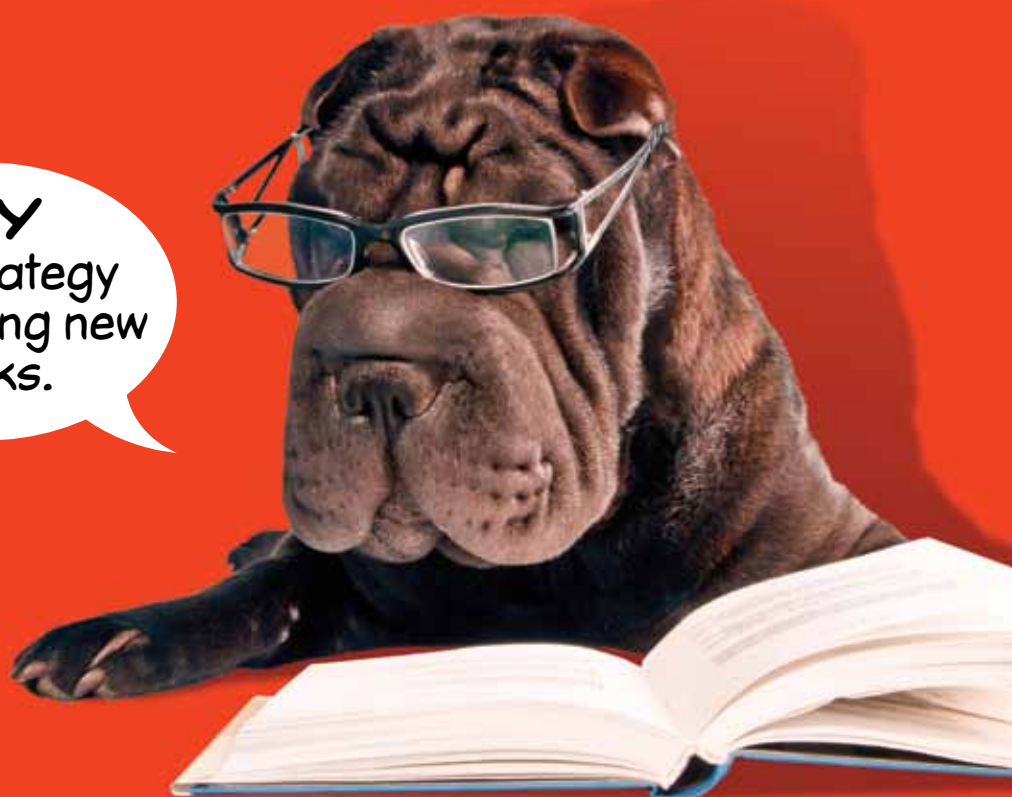
That's what I said!



Making reading at home fun for kids required an **equally fun strategy.**

Rather than announcing the program's intended goal of a million books donated, Paws for Reading began at 250,000 and **raised the number incrementally** so that students felt **their reading was driving the program's outcome.**

MY
fun strategy
is learning new
tricks.



THE MESSAGE STARTS WITH THE TEACHERS

SCHOLASTIC

PAWS for READING

2012-2013 CALENDAR

A Red Apple Calendar for the Teacher!

Valuable coupons inside.

Details in the back of calendar.

Getting students and their parents on board with Paws for Reading started with outreach to teachers, beginning with Scholastic Book Clubs' Red Apple Teachers, high-performing customers who are recognized by Scholastic Book Clubs for their **outstanding efforts in supporting and promoting literacy in their classrooms.**

Red Apple Teachers typically receive special offers and benefits from Scholastic Book Clubs, and in August 2012, over 200,000 of Red Apple Teachers received a Paws for Reading monthly calendar and classroom poster.

SCHOLASTIC

Red Apple

CONGRATULATIONS! YOU'RE A RED APPLE TEACHER!

For all your efforts... you deserve the best year ever!

ENJOY THESE EXCLUSIVE RED APPLE BENEFITS:

- NEW Welcome Gift: This Red Apple 2012-2013 Paws for Reading calendar with valuable coupons in the back
- EXCLUSIVE discounted Bonus Catalog items every month for your classroom
- NEW Monthly Moments: Your chance to win exclusive prizes by ordering
- EXCLUSIVE Red Apple Coupons and Promotions: Get started with the coupons in the back of this calendar and look for new offers all year!
- FREE shipping on every order
- VIP customer service any time: redapple@scholastic.com and 1-800-800-0833

SNIFF AROUND THESE CAT & DOG TALES!

As featured in the calendar and online at scholastic.com/bookclubs

Enjoy your Red Apple exclusive benefits all year:

- NEW Welcome Gift: This 2012-2013 Reading calendar with literacy tips every month
- EXCLUSIVE discounted Bonus Catalog items every month for your classroom
- NEW Monthly Moments: Your chance to win exclusive prizes just by ordering each month
- FREE shipping on every order

The Paws for Reading calendar provided Red Apple Teachers with instructions for the program and a fun photo gallery of pets owned by Scholastic Book Clubs staff.

PAWS for READING

This Red Apple calendar celebrates ClassroomCare's new initiative, Paws for Reading. Promoting reading at home has never been this fun—or cuddly!

Here's how it works:

- 1 Hang Up the Poster in Your Classroom**
Students of all reading levels pick either cats or dogs and sign their name to the team of their choice. Or set up your class roster online at: scholastic.com/paws
- 2 Send Home the Letter, Log, and Pledge Card**
Make copies of the parent letter and reading logs you'll find on the poster in your Paws for Reading kit. Then pass them out with the pledge cards to get the whole family involved in motivating kids to read at home.
- 3 Kids and Families Log Their Reading Minutes**
Kids read the books they like (including eBooks!) and keep track of their reading minutes using their reading logs. Then they enter their minutes online to help their team. Every 20 minutes of reading logged by a student will count toward a FREE Book for a child in need.*

Scholastic Book Clubs ClassroomCare Reading in Class! 2012

Save the Children.

*Free Book for a Child in Need is a registered trademark of Paws for Reading, Inc. TM & © Scholastic, Inc. All rights reserved.

Red Apple

READ WITH A FURRY FRIEND!

Reading with a pet is fun and builds reading confidence! Meet the reading pals of the Scholastic Book Clubs staff—and keep reading with the Cats and Dogs!

PAWS for READING

READING AT HOME IS FUN ALL YEAR ROUND

WELCOME TO
A WHOLE NEW YEAR
OF READING

SEPTEMBER 2012

CHILL OUT!
LIE DOWN WITH
A BARKING GOOD BOOK!

AUGUST 2012

EVEN SCAREDY-CATS
LOVE READING
SCARY-GOOD BOOKS

OCTOBER 2012

SEPTEMBER 2012							NOVEMBER 2012						
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30					

PAWS READING TIP
Visit www.scholastic.com/paws for reading tips and activities for your students at www.scholastic.com/paws

By October 31, 2012, your chance to win a \$500 Book Club Shopping Spree!

Red Apple Monthly Rewards

Your Choice of 10 Books!

READING IS...
COOL!

JANUARY 2013

"TIS THE SEASON TO BE READING.
WOOF-WOOF-WOOF.
WOOF-WOOF-WOOF. MEOW!"

DECEMBER 2012

NOVEMBER 2012							JANUARY 2013						
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30					

Order by December 31, 2012, for your chance to Win a \$500 Book Club Shopping Spree!

10 Red Apple Monthly Rewards

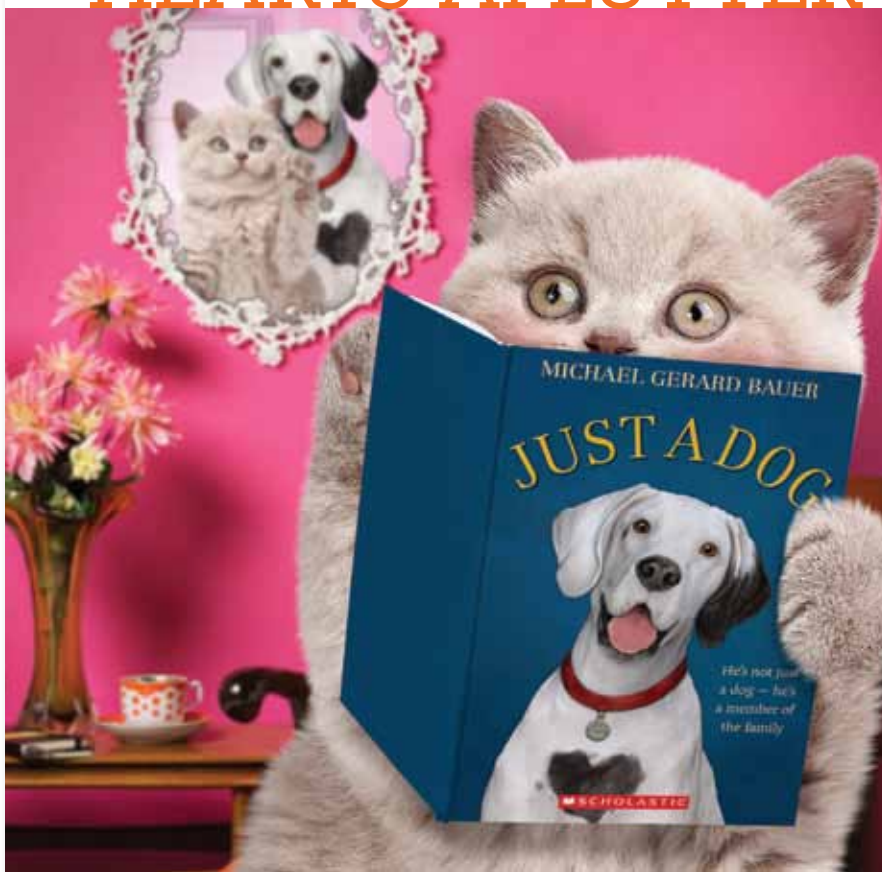
Red Apple Monthly Rewards

THANK GOODNESS
FOR BOOKS

NOVEMBER 2012

The lively, whimsical art shown throughout the calendar set the creative tone for the entire Paws for Reading program. Art Director and illustrator Michaela Zanzani created characters with playful personalities kids could relate to, and placed them in settings outside of school, from striped sofas at home to surfside at the beach—and always with a book in paw!

READING SETS HEARTS AFLUTTER



FEBRUARY 2013

JANUARY 2013						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- African American History Month
- American Heart Month
- Library Lovers' Month

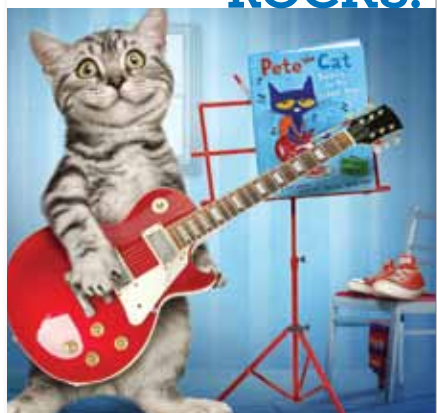
MARCH 2013						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

HOT DIGGITY DOG!
SPRING INTO
PAGE-TURNING ACTION!



MARCH 2013

STORY TIME
ROCKS!



APRIL 2013

Monthly reading and literacy tips were an added feature of the calendar, to help teachers navigate the months of the program and to encourage reading through the next year.

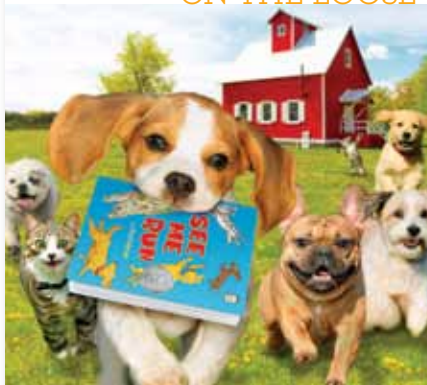
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
LITERACY TIP <i>The more independent reading that students do in school, the more their skills improve.</i> <small>(Cunningham & Stanovich, 1998)</small>					1 National Freedom Day Meg Cabot Langston Hughes James Preller Jerry Spinelli	2 Groundhog Day Judith Viorst
3	4	5 David Wiesner	6	7 Charles Dickens Laura Ingalls Wilder	8 Boy Scouts of America Founded (1910) Anne Rockwell	9
10 Chinese New Year E. L. Konigsburg Mark Teague	11 Mo Willems Jane Yolen	12 Mardi Gras Judy Blume Abraham Lincoln David Small Jacqueline Woodson	13 Ash Wednesday Sims Taback	14 Valentine's Day CLIFFORD TURNS 50! Paul O. Zelinsky	15 Norman Bridwell	16

IF YOU GIVE YOUR PALS
A BOOK, CHANCES ARE
THEY'LL WANT MORE



MAY 2013

SCHOOLS OUT—
TEACHER'S PETS
ON THE LOOSE



JUNE 2013

GO FOURTH AND READ



JULY 2013

THE READING IS ON THE WALL



A full-color poster for Red Apple Teachers to display in their classrooms gave Paws for Reading and its fun reading message an added presence in schools across the country.

“Our classroom decided to get onboard with the cats and dogs reading. Each night the children read, their parents wrote the time in the agenda and posted it on the website. We displayed the totals for the teams in the hallway. The whole school got behind us cheering for either the cats or the dogs. When one team would fall behind, other teachers or students would stop in to encourage them to read.”

Nice quote.
Who's it
from?

*Doggonit,
I love
Ms. Jeffers!*

Becky Jeffers,
a second grade
teacher from
Indiana.



THE MORE TEACHERS THE MERRIER!

As the 2012–2013 school year began, Paws for Reading was announced to the entire Scholastic Book Clubs community through a full-page ad in the September Firefly, SeeSaw, and Lucky teacher catalogs for kindergarten through sixth grade.



Look what you get **FREE** in your book box!



Introducing a fun new way to promote reading at home.

PAWS  **for**
READING

Kids track reading minutes—
and help kids in need!

**FREE
READING
KIT
IN YOUR
BOOK BOX**



Every time a child reads for 20 minutes at home, Scholastic Book Clubs ClassroomCare will donate a book* to charity.

*Up to 250,000 books

With your first \$20 order. Limit one per teacher.



READERS MAKE THE TEAMS

SCHOLASTIC
SCHOLASTIC BOOK CLUBS

WE'RE READING WITH DOGS!

We, the undersigned, pledge to read at home for minutes each day (fill in minutes) in an effort to beat the cats and help the dogs win the National Paws for Reading Challenge!

Parents: Reading at home plays an important part in your child's success in school.


Child:


Parent or Guardian:

To help the dogs, log your reading minutes at: **scholastic.com/paws**

For every 20 minutes you read at home a book will be donated to charity.*

*Up to 250,000 books.





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A sixth grade reader joins the Dog Team in Rhode Island.

SCHOLASTIC
SCHOLASTIC BOOK CLUBS

WE'RE READING WITH CATS!

We, the undersigned, pledge to read at home for minutes each day (fill in minutes) in an effort to beat the dogs and help the cats win the National Paws for Reading Challenge!

Parents: Reading at home plays an important part in your child's success in school.


Child:

Parent or Guardian:

To help the cats, log your reading minutes at: **scholastic.com/paws**

For every 20 minutes you read at home a book will be donated to charity.*

*Up to 250,000 books.


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Team pledge cards required signatures from students and their parents.

PAWS for READING

READ WITH THE CATS!

READ WITH THE DOGS!

C'mon, don't be a hair ball! Join the cats and sign your name on my side!

Sign your name on my side—with the dogs—if you're ruff enough!

Cat team members, please sign your names on this side of the house!

Dog team members, please sign your names on this side of the house!

PICK A SIDE!
READ AT HOME!
LOG YOUR READING MINUTES!
HAVE FUN!
SCHOLASTIC.COM/PAWS

SCHOLASTIC
SCHOLASTIC BOOK CLUBS

For every 20 minutes you read at home—a book will be donated to charity.*




*Up to 250,000 books.

Up to 250,000 books to be donated!

For every 20 reading minutes logged, one book donated to a child in need!

A classroom poster allowed students to show off their team of choice.



Third graders sign up with their teams in Michigan.

THE MESSAGE CONTINUES ON THE MICROSITE

Students and teachers began their participation in Paws for Reading at a designated microsite featuring monthly updates following the progress of the reading challenge, and plenty of fun extras to keep kids excited about reading at home through the four months of the program.



At the Paws microsite, teachers could register their students by class, or students could register as individuals with their preferred team. Once registered, participants could return to the microsite whenever they wanted to, and:

Log their daily reading minutes

Track reading minutes of each team

Browse the latest *Picks of the Litter* book listings

Download fun extras, from posters to finger puppets

Learn more about ClassroomsCares and its Literacy Partners



READING AT HOME HAS ITS REWARDS



Kitty Credits or Puppy Credits?
 Cat Team and Dog Team
 readers earned customized
 badges of honor, from a mouse
 to a fire hydrant!

A key component of generating Paws for Reading excitement through the course of the program was the system of incentives offered on the Paws microsite. For every 100 minutes logged, participants enjoyed the bragging rights of merit-earned online badges.

ON THE FENCE? TAKE THE ONLINE QUIZ!

SCHOLASTIC



TAKE
THE

ON THE FENCE QUIZ

The Paws for Reading challenge is on, but you're still not sure whether you should join the Cat team or the Dog team! Well, there's no need getting your hair on end, just take our On the Fence personality quiz and find out which team is right for you.



Where would you rather read your favorite book?

- a. Outside
- b. Inside



At a party where music is playing, do you like to dance or watch others?

- a. Like to dance
- b. Watch others



When you get mad, which are you more likely to do?

- a. Shout and scream
- b. Get very quiet



Which activity do you like better?

- a. Sports
- b. Hanging out



Can everyone tell when you're happy?

- a. Yes
- b. No



Would you rather eat your favorite food in a large portion all at once or in many small portions over a period of time?

- a. One large
- b. Many small

CONTINUE ON PAGE 2



When you have visitors in your house, do you:

- a. Run to the front door to greet them
- b. Stay in your room



Are you easily distracted when reading?

- a. Yes
- b. No



Do you comb your hair a lot?

- a. Yes
- b. No



A fun time out is when:

- a. You're with a lot of your friends
- b. You're with one, trusted friend



Which is your stronger sense?

- a. Smell
- b. Hearing

ALL DONE? NOW LOOK AT YOUR ANSWERS:

If you answered the most questions with an **a**, then you are definitely a dog!



If you answered the most questions with a **b**, then you are unquestionably a cat!



What team would you read for? Take the same quiz available on the Paws microsite to help undecided participants select the reading team right for them!

Psst... don't tell anybody, but I'm reading for the Cat Team.



CATS AND DOGS ARE READY TO READ & ROLL!

With teams in place and reading pledges made by program participants, the Paws for Reading challenge was ready to go—so how much would students read at home? And how many more of them would join the race once it had begun?

This
Paws for Reading
story is a real
page-turner!

