



THE GOLDEN TICKET TO
LITERACY™ PROGRAM
FROM
RANDOM ACTS OF READING
LITERACY NON-PROFIT

INVITATION

To join **Random Acts of Reading**
as a participating school in the
Golden Ticket to Literacy project

- Book vending machines filled with diverse, inclusive, educational children's books
- (pre-k to 6th grade)
- with extensive literacy programming including author visits, oral reading support, writing workshops, and an online library by and for kids, and more!



AIM:
INCREASE LITERACY BY
INSPIRING
KIDS TO READ AND
WRITE

Encourage

- positive behavior and learning

Provide

- free books for at-home libraries

Facilitate

- daily at-home reading engagement

Inspire

- creativity with meet-the-author events

Develop

- self-confidence in reading and writing

Empower

- kids to become excited learners and leaders

Promote

- equity and inclusion in the classroom



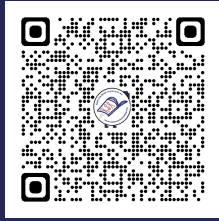
ELEMENTS OF
THE GOLDEN
TICKET TO
LITERACY
PROJECT

- **Book Vending Machine**
 - Includes 100 reusable tokens kids earn and redeem for books
 - Filled with quality, diverse books appropriate for pre-K to 6
- **Incentives to read**
 - Kids receive golden tokens, fostering a positive school climate for all students to learn and grow academically, socially, and emotionally.
- **RoAR Golden Ticket** (inserted in one book per book shipment) “wins” for the school:
 - Sponsored **Meet-the-Author event** (includes a book for every child at the appropriate reading level)
 - Sponsored **writing workshop** to empower student authors and create books (requires local facilitation)
- **At-home reading and writing**
 - Online author audios/videos so kids can read along
 - Contest that all kids can enter, which will put their stories in a free online library
- **Readeo bookchat access**
 - Classroom access to online **bookchat** library for one-on-one video reading chats or classroom/school visits

BOOK VENDING MACHINE (BVM)

- Manufactured by Global Vending Group (GVG), Amherst, NY
- Each BVM holds **272 books**, that kids select by redeeming a golden token as they strive to achieve learning and behavioral goals
- Highly discounted book bundles make refilling the machines easy with diverse representative books by vetted indie authors
- Seasonal bundles can be combined with special demographic bundles
- Kids **are empowered** in their learning, **are celebrated** when they have secured their golden token, and **feel pride** in “earning” a book of their own and events for their school
- Studies clearly demonstrate that kids who **read at home** have much **greater success** in school and beyond.





THE QUEST FOR THE ROAR GOLDEN TICKET

- A **golden ticket** is hidden inside one book in the BVM
- Kids excitedly are on a quest to find the golden ticket when they redeem their **golden tokens** for a book
- This extra surprise awaits one child, whose found golden ticket is celebrated by the whole school
 - The golden ticket has a QR code the teacher scans to get a **message from the author**.
 - The school wins an in-person or virtual **meet-the-author** visit
 - **Every child gets a copy of the author's book** (for the age-appropriate grades) on the day of the event
 - The winning student has a guaranteed spot in an **author workshop**, which all kids can apply to. The 6-part workshop culminates in the **group creation of a book**, which is published under the YACK! (Young Authors--Creative Kids) imprint. The young authors are celebrated with an author event of their own and their book is included in the BVM and is added to the free digital library for kids and by kids.





MEET-THE- AUTHOR EVENTS

- The machines are filled with quality books by diverse authors who offer schoolwide meet-the-author events
- Books for every student in the age-appropriate grades accompany meet-the-author events
- In-person for local authors
- Virtual visits for authors from across the country and around the world



READ-ALONG
AUDIOS
AND
DIGITAL
LIBRARIES

- All picture books have either author-read recordings of their books or professional-read recordings, which can be accessed online for kids to read along at home.
- A digital library is free for students.
- Thousands of books are available in the digital library at **Readeo.com** and accessible in schools, which have the Golden Ticket programming, for “bookchats,” where the book is visible along with a video chat to facilitate author visits, as well as community reader visits.



THE COVID LEARNING GAP

- **More than 1 in 3 children in kindergarten through grade 3 have little chance of reading on grade level by the end of the school year without major and systemic interventions.**

(Feb 2022 study in Education Week: “That’s according to a new study by the curriculum and assessment group Amplify, based on data from more than 400,000 students in kindergarten through 5th grades who participated in the dynamic indicators of basic early literacy skills, which Amplify administers.”)*

- **Sixty-one percent of low-income families have no books at all in their homes for their children.** The most successful way to improve reading achievement is providing access to books.
- **ESSER FUNDS** are available for most schools to help combat the losses in education that occurred throughout the pandemic, and the GOLDEN TICKET program qualifies
- **Pilot programs** are demonstrating positive effects in learning behavior and literacy success

*<https://www.edweek.org/teaching-learning/more-than-1-in-3-children-who-started-school-in-the-pandemic-need-intensive-reading-help/2022/02>



FUNDING: ESSER,
RANDOM ACTS OF
READING, AND
CORPORATE AND
COMMUNITY
SPONSORS

- **ESSER funds** qualify for this one-stop literacy program
 - Book vending machines, customized for each school identity
 - Filled with books for every child from pre-K to 6th
- **Random Acts of Reading** assists in finding funding support
- **Corporate and community sponsors** support
 - the purchase of customized BVMs and book replenishment
 - Receive acknowledgement on the sides of the machine for as long as they are a participating sponsor.



ESSER FUNDS

- Every aspect of the GOLDEN TICKET to Literacy Project fulfills the requirements for **ESSER** funds.
 - The US Dept. of Education specifies that: *“An SEA or LEA may use ESSER and GEER funds to develop or **implement an innovative approach** to providing instruction to **accelerate learning** and mitigate the effects of lost instructional time for students most impacted by the COVID-19 pandemic.”*
 - The ESSER guidelines emphasize that the funds must be used for programs that demonstrate “a rationale based on high-quality research findings or positive evaluation that such activity, strategy, or intervention is **likely to improve student outcomes** or other relevant outcomes”



SOLE-SOURCE ACQUISITION

Schools have one source for:

- **Customized book vending machines** (and easy quarterly replenishment)
- **Quality inclusive age-appropriate books** from select partner publishers
- Coordination of school-wide or grade-wide **meet-the-author events**
- Book **writing workshops** (requires local administration) that include 6 recorded sessions with an author leading the kids through the process of creating a book, which is then published in paperback form and provided to the school so the kids can be featured as local authors for a meet-the-author event.
- All youth writers can submit their work to be included in a **free online library** and in an **annual contest** called YACK! (Young Authors-Creative Kids!)
- Online digital library with bookchat function from **Readeo**



CORPORATE
AND
COMMUNITY
SPONSORSHIP

- **LOCAL COMPANIES** can sponsor the machines and/or their replenishment
 - BVMs are customizable.
 - A local company or group of sponsors can be included on the branding of the BVM
 - Low investment for daily visibility and great PR
- **PTOs and local organizations** can sponsor the replenishment of the machines
 - Fundraising (such as fundraising offers from the indie book vendors)
 - Support from other literacy and child benefit organizations

COMMUNITY ENGAGEMENT

Communities care about literacy:

- Public announcements share how **ESSER funds** are being applied to directly benefit local kids
- **Corporate partners** want to be involved
- The BVMs can be customized with sponsor logos
- Partners can provide the book refills (with corporate recognition inside)
- **Self-sustaining** with simple reordering of books to refill the machine through **community and non-profit collaboration**

FS BY ANNE DALTON MANAGING EDITOR



PHOTOS BY ASH DANIEL

School's pride on display

Students, teachers and administrators took part last week in the unveiling of a new mural at Marguerite Christian Elementary School.



GOLDEN TICKET PARTNERS

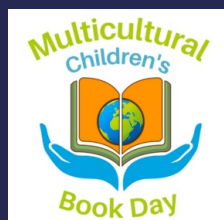
• **Random Acts of Reading** is a registered 501(c)(3) in Pennsylvania created by Penny Eifrig to promote literacy, creativity, writing, and activism for kids. It organizes free meet-the-author events for schools and community groups and provides free books to students. RoAR encourages creativity by sponsoring a writing contest for kids, called YACK! (Young Authors-Creative Kids!), which also provides an imprint for young authors to share their stories. randomactsofreading.org

• **Global Vending Group** is located in Amherst, NY and has been manufacturing vending machines for over 30 years. They began producing book vending machines in 2018. globalvendinggroup.com

• **Multicultural Children's Book Day** non-profit is assisting in the curation of top multicultural, inclusive, representative indie children's books. www.multiculturalchildrensbookday.com

• **Readeo** provides an online "bookchat" function to connect people through books and is providing free at-school access to thousands of books for students to connect with outside reading partners and authors. www.readeo.com

Publisher partners include: 1010 Publishing, 22MW, 5 Enchanted Mermaids, AM Ink Publishing, Amitz Press, Appleville Books, Audrey Press, Belles Lettres, Bollywood & Culture Groove, Chelshire, Chickasaw Press, Clear Fork Publishing, Crystel Patterson, Del Alma Publications, Derby Press, Dixi Books, DLI Parent Books, EAWPublications, Eifrig Publishing, Eugenia Chu, Ford Publishing House FriesenPress, Hard Ball Press, Indigrow, JetPulse Studios, Just Imagine Books & Services, Kimberly Lee, Kind World Publishing, Language Lizard, Lauren Ranalli, Little Dreamers Publishing, Make A Way Media, Mango and Marigold Press, McCants Squared, Pack-n-Go Girls, Page Turner Publishing, Sandfish Publishing, Three Wishes Publishing Company, TwizzlerBees Entertainment, Vision Your Dreams, Wishful Wolf Press, Yali Books and many more added daily.



readeo



CONTACT

- To find out more about how you can bring the GOLDEN TICKET to Literacy Project to your school, become a sponsor, or support Random Acts of Reading contact:

Penny Eifrig

Executive Director

penny@randomactsofreading.org