

 SCHOLASTIC

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READ EXCEL ACHIEVE LEAD

# Community Recruiting Guide

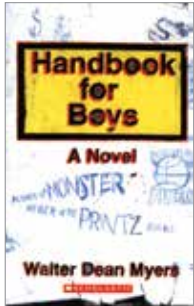


# Together We Can!

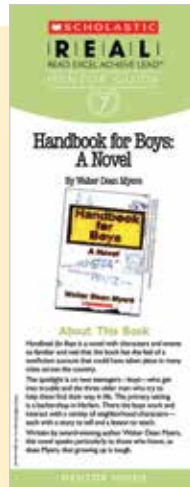
Engaging the community in support of academics is a proven strategy to closing the achievement gap.

## Scholastic REAL: A Read-Aloud Mentoring Program

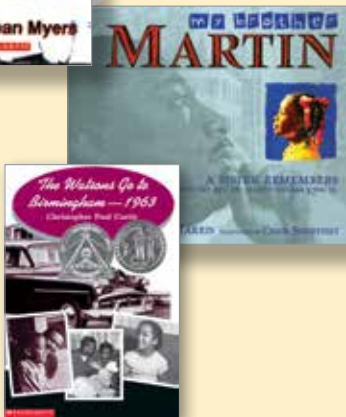
**Scholastic REAL** equips schools with the structures they need to develop a successful community mentoring program that improves students' literacy development. With text as the primary focus, REAL helps students become proficient readers and writers who can interpret complex texts closely and analytically.



Students build their own home libraries with the books they receive.

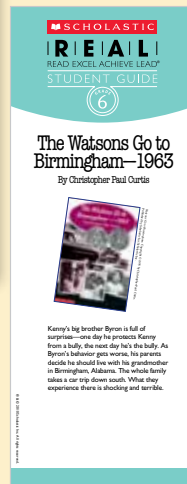


Mentor guides prepare your volunteers for each visit.



REAL features award-winning fiction and nonfiction paperbacks.

Student guides help students think deeply as they read.



Writing activities are featured in each student guide.

**Your community is rich with caring adults** who are looking to support student achievement.

## Who are your community partners?

Central to building a successful mentoring program is the ability to identify engaged, caring adults who have a desire to improve children's learning and development. REAL mentors are all around us! They are our local civil service workers, players from our favorite sport teams, senior citizens in our communities, college students, and corporate employees.

### Key organizations to Partner with:

- Local scouting organizations (e.g., MENTOR, AARP Experience Corps)
- Companies with employee engagement programs
- Firefighters and police officers
- Professional sport teams
- Church organizations



**97% of corporations said that their volunteer programs improved employee teamwork.**

Source: Corporate Volunteer Program As a Strategic Resource: The Link Grows Stronger

*“The Time Out for Reading program has been one of the most impactful programs we’ve brought to the campus. Not only have community leaders been able to see a great mentorship in action but the students were able to reap the academic benefits of having these insightful NBA referees guide them through some of the most interesting novels that were supplied by Scholastic. Time Out for Reading’s impact on our students has exceeded our expectations and I only wish we had arranged to have the program sooner.”*

—JJ Perez, Principal at Linton Elementary, Northside ISD

**We’re ready to help you!** For more information about Scholastic REAL, please call **800.387.1437 ext. 411** or visit **[scholastic.com/FACE/REAL](https://www.scholastic.com/FACE/REAL)**.

# Let's Get Started!

## The Plan: Initiating Connections

Recruiting mentors for Scholastic REAL is simple and easy.

**Identify a coordinator** to oversee the program.

**Create a database, or make a list**, of possible mentors. Start with people who you know.

**Reach out to organizations** such as PTAs, unions, places of worship, and scouting organizations for suggestions.

**Promote the program** and need for volunteers via letters, flyers, community presentations, local radio and television stations, etc.

## Recruiting

This guide includes three sample recruiting letters to help you get started. Some tips to keep in mind:

- Host a community rally or literacy celebration to motivate adults to participate in your school's effort to increase literacy.
- Engage your students to figure out what type of community leaders would excite them.
- Partner with your local media to spread the word about the importance of literacy and reading, and get the whole community on board with your mission.



*“This program has been a big success for us. Our students get extra attention from positive role models. On top of that, the mentors have developed relationships with the schools that have helped the district in ways we had not even imagined.”*

*—A district superintendent*

## Nonprofit/Corporate Letter

(Can be customized to different audiences such as corporate engagement programs, civic organizations, faith-based organizations, etc.)

Date

Name

Title

Company/Organization

Address

City, State, ZIP

Dear \_\_\_\_\_,

We know intuitively that mentoring and reading aloud with children works. And the research has shown this as well. We also know that mentoring within a literacy-rich program can instill a love of books in children, motivating them to read and close the achievement gap.

Research shows that reading out loud to a child is the single most important thing a caring adult can do to nurture a child's reading and learning skills. We are pleased to announce the launch of a new and exciting program called Scholastic REAL—Read. Excel. Achieve. Lead. This program is devoted to inspiring the children we [serve/teach] while building their literacy skills and providing them with mentors who are willing to share their love for reading for an hour each month.

Our partnership with Scholastic REAL has provided us with all of the components we need to give our children with the best books and companion guides for a successful, proven program. The only missing part is YOU!

Engagement in mentoring is an investment that not only serves one individual, but the community as a whole. As a REAL mentor, your participation will have a genuine and positive effect on your students' lives, while connecting your [company/organization] to the community and enhancing your employees' "soft skills" like communication, team building, and collaboration.

I would like to talk with you more about how we build powerful, effective partnerships through Scholastic REAL and can facilitate a meaningful and rewarding endeavor for both your [company/organization] and our community's youth. I will follow up soon with a call to your office.

Sincerely,

Name

Title

## Sports Team Letter

(Can be customized to different audiences such as local college teams, professional teams, and development teams such as those in minor league baseball, NBA Development League.)

Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Dear \_\_\_\_\_,

Think back to your youth. What was it like? More important, who did you share your childhood with? Now, imagine growing up without the guidance of a teacher, coach, or team captain helping you achieve your most desired goals. How might your life have turned out differently?

The positive influences you encountered while growing up provided you with the insight, skills and discipline you needed to succeed. We would like to invite you to participate in a new and exciting program that will offer kids in your community the same opportunities that the caring adults and peers gave you as a youth.

Scholastic REAL—Read. Excel. Achieve. Lead. —is a program devoted to inspiring and building the literacy skills of our children while pairing them with mentors who are willing to share their love for reading for an hour each a month. Research shows that reading out loud to a child is the single most important thing a caring adult can do to nurture a child's reading and learning skills. Our partnership with Scholastic REAL has provided us with all of the components we need to give our children the best books and companion guides for a successful, proven program.

As a REAL mentor, your participation will have a genuine and positive effect on our students' lives. You can help reduce the number of kids who are disconnected from school, while improving their social and economic outcomes, and creating a productive community.

I would like to talk with you more about how we build powerful, effective partnerships through Scholastic REAL and can facilitate a meaningful and rewarding endeavor for your [company/organization] and our community's youth. I will follow up soon with a call to your office.

Sincerely,

Name \_\_\_\_\_

Title \_\_\_\_\_

# Civil Service Professionals Letter

(Can be customized to different audiences such as veterans' groups, firefighters, and police officers)

Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Dear \_\_\_\_\_,

Mentoring offers solutions that address community challenges such as graduation rates, juvenile crime, higher-education enrollment, and workforce development. Your participation can have a broad impact on the community while connecting students with people who serve and protect.

Research shows that reading out loud to a child is the single most important thing a caring adult can do to nurture a child's reading and learning skills. We are pleased to announce the launch of a new and exciting program called Scholastic REAL—Read. Excel. Achieve. Lead—a program that takes the simple idea that mentoring is important way to prepare our children to become responsible, literate, accomplished citizens. This program is devoted to inspiring the children we [serve/teach] while building their the literacy hour each month providing them with mentors who are willing to share their love for reading for an hour each month.

Thanks to our partnership with Scholastic REAL, we have all of the necessary components to give our children the best books and companions guides for a successful, proven program. The only missing part is YOU! As a REAL mentor, your participation will have a genuine and positive effect on our students' lives.

I would like to talk with you more about how we build powerful, effective partnerships through Scholastic REAL and can facilitate a meaningful and rewarding endeavor for your [company/organization] and our community's youth. I will follow up soon with a call to your office.

Sincerely,

Name \_\_\_\_\_

Title \_\_\_\_\_



The **outcomes**  
of this **program**  
are **significant.**

- ▶ Reading practice, motivation, and improvement
- ▶ Improved self-esteem
- ▶ Ongoing and consistent community engagement
- ▶ Relevant connections to the REAL world

**We're ready to assist you.**

For more information about Scholastic REAL or Scholastic FACE (Family and Community Engagement), contact us at:

**800-387-1437 ext. 6333**

**[www.scholastic.com/face/real](http://www.scholastic.com/face/real)**