

**Preschool vocabulary predicts  
high school graduation rates.**

**Give children the words  
they need to succeed.**

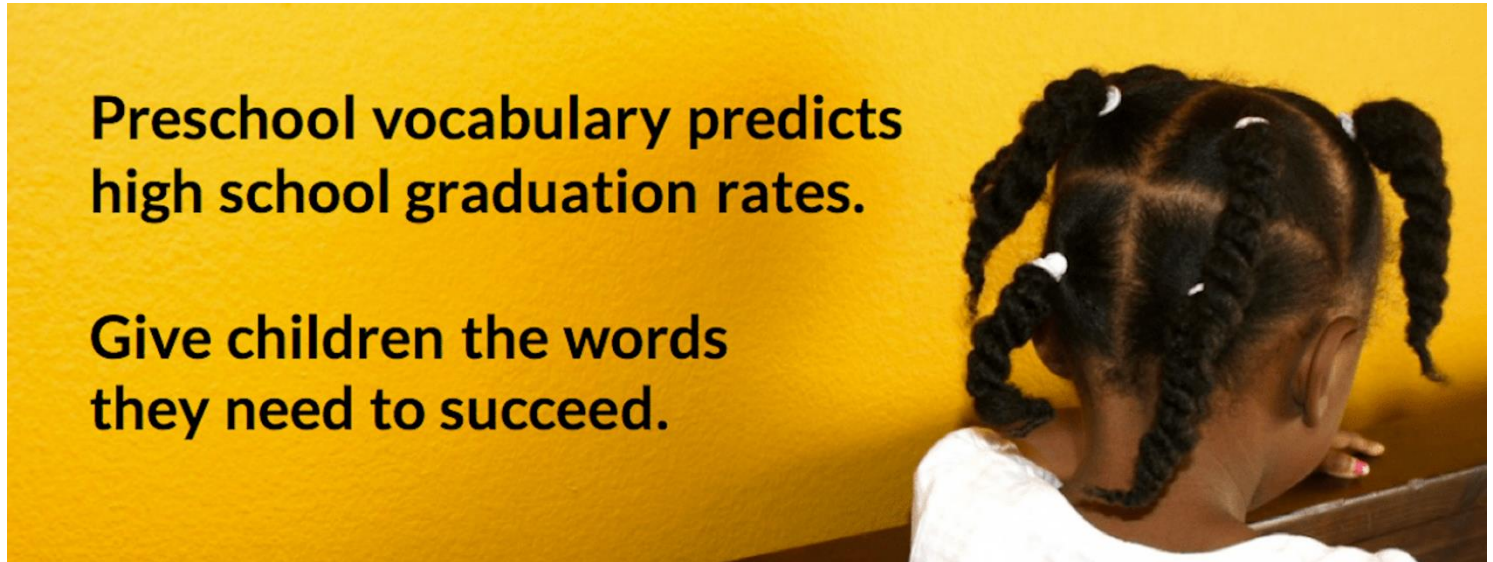


## **Table of Contents:**

- Fundraiser Ideas – Page 2
- Planning Guide – Page 3
- Donation Request Letter – Page 4
- Thank You Letter – Page 5
- Rubric (optional) – Page 6
- Art Activity (optional) – Page 7
- Creative Writing Activity (optional) – Page 8
- Nonfiction Reading Response (optional) – Page 9
- International Fundraising Days (optional) – Page 10
- Event Flyers (optional) – Page 11+

## **Fundraiser Steps:**

1. Students complete page 2 - 5 and print posters from page 10 – 12 to plan their fundraiser.
2. Students take home “Donation Request” and “Thank You” letters before and after event.
3. Donate online to a charity that promotes literacy and early reading experiences: [First Book](#), [Barbara Busch Foundation](#), [Scholastic](#), [Zero to Three](#), [Books for Kids](#), [Reading Partners](#). You can also fundraise to buy discounted books from [Scholastic](#) or [The Book Bundler](#) to donate books locally. Use [the Book Donation Map](#) to find local sites accepting book donations or coordinate with a local day care or head start that serves children in need.
4. (Optional) use rubric to grade students.
5. Want your fundraiser featured on social media?
  - Email details about your fundraiser: [Laurenmartinbooks@gmail.com](mailto:Laurenmartinbooks@gmail.com)



### Fundraiser Project

**OVERVIEW:** You will work with a group to plan a charitable fundraiser. Every \$3 donation you raise can give one book and one year of evidence-based literacy interventions to a child in need. Thank you for helping at-risk children start preschool with an equal opportunity to succeed through high school and beyond.

CHOOSE YOUR FUNDRAISER!	
<b>DIRECTIONS:</b> Choose (star / checkmark) one type of fundraiser you want to host, and jot down ideas in the space below. Your teacher will schedule to meet with you and your group to confirm the details (page 3).	
Choose (*) One Type of Fundraiser to Host	Write Questions and Ideas for your Fundraiser
<input type="checkbox"/> Bake Sale for Books	
<input type="checkbox"/> Breakfast for Books	
<input type="checkbox"/> Ice Cream Bar for Books	
<input type="checkbox"/> Lemonade for Literacy	
<input type="checkbox"/> Lunch for Literacy	
<input type="checkbox"/> Pizza Party for a Purpose	
<input type="checkbox"/> Popcorn for a Purpose (Movie Night)	
<input type="checkbox"/> Booksgiving Feast / Potluck for a Purpose	
<input type="checkbox"/> Casual for a Cause (Dress Down Day)	
<input type="checkbox"/> Read-a-thon (5k Walk / Run)	
<input type="checkbox"/> Other: _____	

Student Name: \_\_\_\_\_ Teacher Meeting Date/Time: \_\_\_\_\_

## Fundraiser Planning Guide

**DIRECTIONS:** *Work with your group members and teacher to plan the details of your charitable fundraiser.*

### 1. PLAN YOUR FUNDRAISER

- EVENT TYPE / NAME: \_\_\_\_\_
- EVENT DATE: \_\_\_\_\_ EVENT TIME: \_\_\_\_\_ EVENT LOCATION: \_\_\_\_\_
- GROUP MEMBERS: \_\_\_\_\_  
\_\_\_\_\_
- MATERIALS NEEDED: \_\_\_\_\_  
\_\_\_\_\_
- PARENT HELP NEEDED: \_\_\_\_\_  
\_\_\_\_\_
- CLASSMATE HELP NEEDED: \_\_\_\_\_  
\_\_\_\_\_

### 2. DO YOU NEED **PARENTS** TO SIGN UP TO HELP OR DONATE (SEND LETTER HOME WITH CLASSMATES)?

- Do parents need to cook, bake or buy food? \_\_\_\_\_
- Do parents need to sign up to take part in the event? \_\_\_\_\_
- Do parents need to donate money? If yes, how much? \_\_\_\_\_

### 3. DO YOU NEED **CLASSMATES** TO SIGN UP TO HELP OR DONATE (CHECK-IN AND REMIND CLASSMATES)?

- Do classmates need to advertise/decorate/set up the event? \_\_\_\_\_
- Do classmates need to cook, bake or buy food? \_\_\_\_\_
- Do classmates need to sign up to take part in the event? \_\_\_\_\_
- Do classmates need to donate money? If yes, how much? \_\_\_\_\_

### 4. HELP YOUR TEACHER(S) COLLECT DONATIONS:

- How will you let parents and classmates know when and how to donate? How will you know if someone donated (raffle ticket, stamp, wristband, or printable cards on page 10 - 11)?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Donation Request Letter - Template

**Preschool vocabulary predicts  
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Dear families,

Our class is planning a service learning project and school fundraiser to support early childhood literacy. Every single \$3 tax-deductible donation will provide one book and early reading experiences to a child in need. We thank you in advance for helping all children start preschool with the literacy skills they need to reach their full potential.

Service learning and global citizenship are fundamental aspects of whole child education. Our fundraiser is an excellent opportunity to teach civic responsibility and leadership skills. As we prepare for the fundraiser, students will also read and write extensively about the preschool readiness gap and subsequent achievement gap in education.

We are challenging students to talk to you about agreeing upon a way they can help out at home (dusting, vacuuming, cleaning, pulling weeds, watering plants, etc.) for which they could earn a few dollars to donate. Students will be responsible for bringing their cash donation to school. All donations will be used to donate books to children in need.

Students, please bring cash donations by the following date: \_\_\_\_\_

To be submitted directly to the following teacher: \_\_\_\_\_

We hope you know how much we appreciate your support.

With gratitude,



## Thank You Letter - Template

**Preschool vocabulary predicts  
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Dear families,

I would like to thank you personally, and on behalf of our school, for your generous support of our fundraiser. Every \$3 donation has helped close the preschool readiness gap for one child living in poverty. I truly appreciate all you have done to support our cause.

Our service learning project has also been an excellent opportunity to build student's civic and social responsibility, global citizenship and leadership skills. We are proud of the work ethic, creativity and passion they embodied as they organized and led a successful fundraiser.

Thanks to your generous support, we have raised \$ \_\_\_\_\_ to give \_\_\_\_\_ children brand-new books and an entire year of weekly text messages - proven to increase parent engagement and child literacy skills. Your generosity has helped build home libraries and empower parents to teach vocabulary every day from birth. Thanks to you, \_\_\_\_\_ children will begin preschool with the early reading skills they need to reach their full potential.

Thank you for making story-time and equal opportunity possible.

With gratitude,

# Teacher Rubric

Student Name(s): \_\_\_\_\_

Fundraising Event (bake sale for books, movie and popcorn party for a purpose, ice cream bar for books):  
 \_\_\_\_\_

Event Date: \_\_\_\_\_ Event Time: \_\_\_\_\_ Fundraising Goal (\$): \_\_\_\_\_ Amount (\$) Raised: \_\_\_\_\_

AREAS OF STRENGTH	AREAS OF GROWTH
ADDITIONAL COMMENTS	

Rate EFFORT in each category between 1 – 5 = 1: no effort, 2: minimum, 3: average, 4: satisfactory, 5: excellent

Teamwork:	1	2	3	4	5
Professionalism:	1	2	3	4	5
Organization:	1	2	3	4	5
Time Management:	1	2	3	4	5
Creativity:	1	2	3	4	5
Overall Success:	1	2	3	4	5

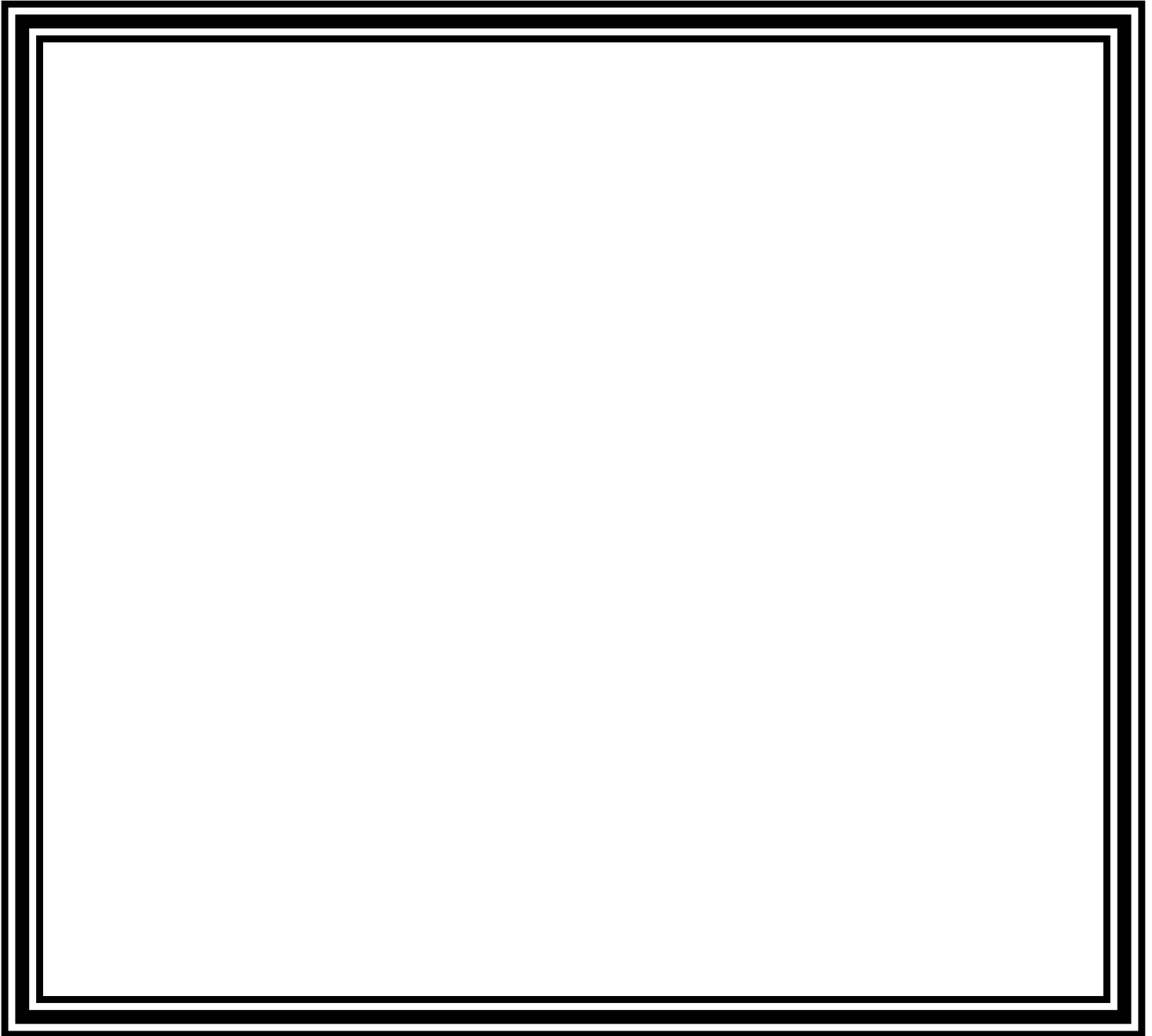
**FINAL SCORE:** \_\_\_\_\_ / 30

First Name: \_\_\_\_\_ Age: \_\_\_\_\_

## Early Childhood Literacy Awareness Campaign

**DIRECTIONS:** Draw a picture to show why reading is important to you. Be creative or use one of the ideas below:

- Do you read at home or school? What is your favorite story-time memory? Illustrate it!
- What is your favorite book? What is your favorite scene from the book? Illustrate it!
- What is your favorite word? Why is this word so special? Illustrate it!
- What is your favorite quote? Illustrate it!



Want to be featured on social media?

Email your name, age and art (photo/scan): [Laurenmartinbooks@gmail.com](mailto:Laurenmartinbooks@gmail.com)

Help close the preschool readiness gap and raise awareness about the importance of reading from birth.

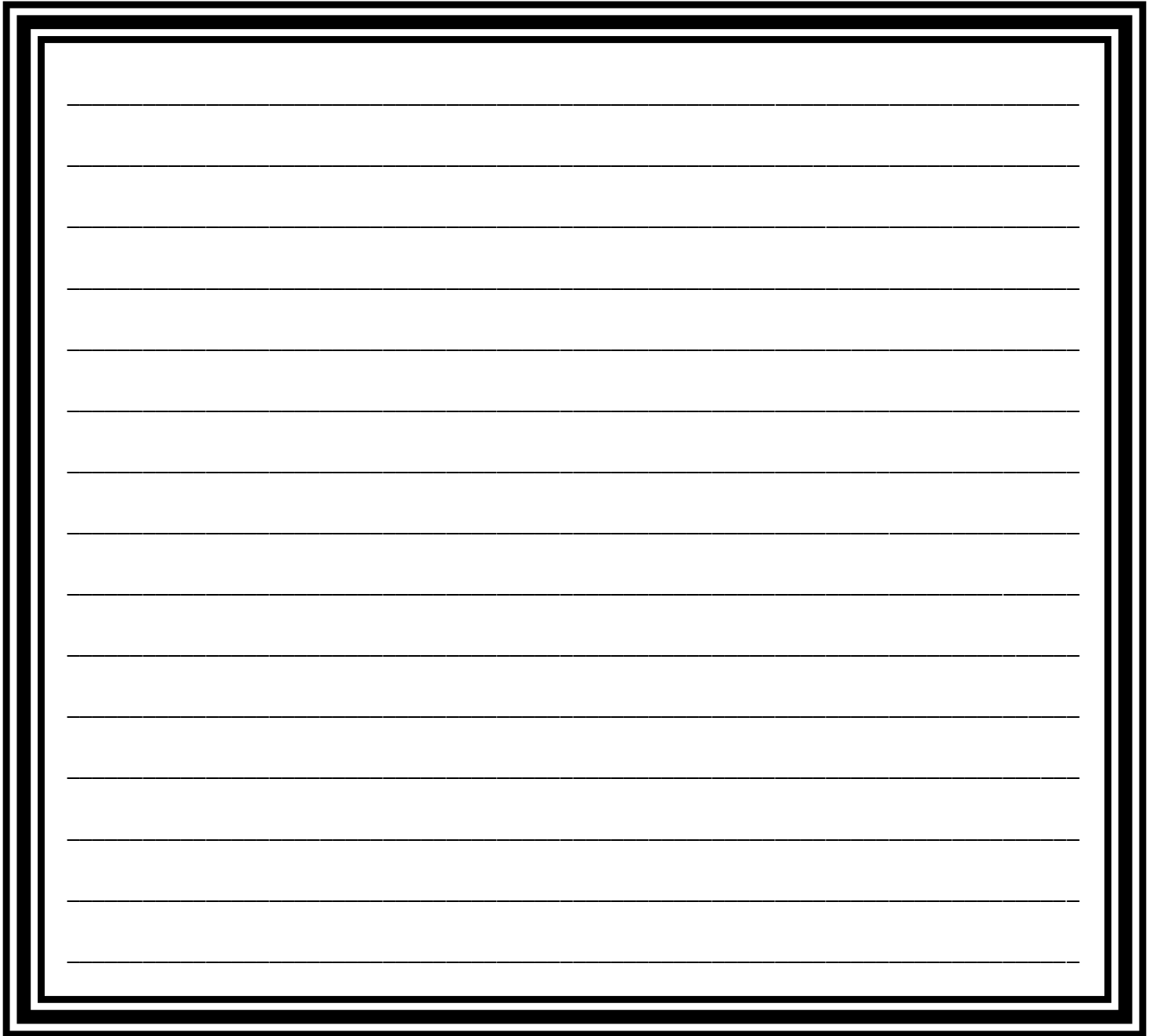
[laurenmartinbooks.com](http://laurenmartinbooks.com)

First Name: \_\_\_\_\_ Age: \_\_\_\_\_

## Early Childhood Literacy Awareness Campaign

**DIRECTIONS:** Write about why reading is important to you! Be creative or use one of the ideas below:

- Do you read at home or school? What is your favorite story-time memory? Write about it!
- What is your favorite book? What is your favorite scene from the book? Write about it!
- What is your favorite word? Why is this word so special? Write about it!
- What is your favorite quote? Write about it!



A large rectangular writing area with a double-line border and horizontal lines for text. The area is intended for the student to write their response to the directions.

Want to be featured on social media?

Email your name, age and art (photo/scan): [Laurenmartinbooks@gmail.com](mailto:Laurenmartinbooks@gmail.com)  
Help close the preschool readiness gap and raise awareness about the importance of reading from birth.



## Nonfiction Reading Response

**Directions:** Read about the importance of early childhood literacy and charitable organizations working to close the preschool word gap. On a piece of lined paper, summarize the main ideas and relevant details from the text.

The achievement gap is the disparity in academic performance (grades, standardized-test scores, dropout rates, and college-graduation rates) between students from low-income and high-income households.

Why does reading and teaching vocabulary from birth matter? On a typical day: preschool children living below the poverty-line hear about 616 words; children of middle-class families hear 1,251 words; and children of upper-class families hear 2,153 words. By preschool, children from high-income homes have heard 32 million more words than children from low-income homes. By four-years-old, most children from high-income homes know about 1,100 words, while children from low-income homes know just 500 words.

Why is four-years-old too late to close the achievement gap? The preschool vocabulary gap widens exponentially from birth through high school. While high-income children start preschool knowing about 600 more words than their low-income peers, they will start 10<sup>th</sup> grade knowing 15,000 more words. Between grades 1 and 3, low-income students learn two words a day, while high-income students learn eight words a day. A low-income student reading below grade level in 3<sup>rd</sup> grade is six times less likely to graduate on time. By 4<sup>th</sup> grade through high school, low-income children are three to four years behind their high-income peers in reading ability.

What are the consequences? 23% of low-income students will be “held back” and not graduate high school on time, compared to 10% of high-income students. Only 14% of low-income students will go on to graduate from college. On any given day, 10% of male dropouts between the ages of 16 to 24 are incarcerated. 80% of all incarcerated men are high school dropouts. Overall, high school graduates have better health, higher income, and longer life expectancy than high school dropouts.

The most accurate predictor of whether or not a child will graduate from high school on time is the number of words they know when they start preschool. This is true regardless of household income, parent education level, access to quality schools or environmental factors. No school-age intervention has ever closed the preschool readiness gap or achievement gap because reading must start from birth.

What happens when every child learns 1,100 words by preschool? Every child masters the foundational reading skills they need to succeed through high school graduation; Household income does not define a child’s long-term success; We close the preschool readiness gap and achievement gap before they start.

Many charitable organizations help to close the preschool readiness gap. Programs empower parents to read aloud from birth to teach children 1,100 words before preschool – regardless of limited time, money and other socioeconomic barriers. You can help close the gap by hosting a fundraiser to donate online to a charity that promotes literacy and early reading experiences: [First Book](#), [Barbara Busch Foundation](#), [Scholastic, Zero to Three](#), [Books for Kids](#), [Reading Partners](#). You can also fundraise to buy discounted books from [Scholastic](#) or [The Book Bundler](#) to donate books locally. Use [the Book Donation Map](#) to find local sites accepting book donations or coordinate with a local day care or head start that serves children in need.

## International Fundraising Days

*Plan your fundraiser ANY time of the year, or consider hosting your event on one of the following international days of charitable giving and community service:*

- Beginning or End of School Year - Team Building Activity
- August 12: International Youth Day #YouthDay
- September 5: International Day of Charity #CharityDay
- September 8: International Literacy Day #LiteracyDay
- October 17: International Day for Eradication of Poverty #EndPovertyDay
- October 18 - 24, 2015: Teen Read Week
- November: Picture Book Month
- November 1: National Family Literacy Day
- November 13: World Kindness Day #WorldKindnessDay
- November 20: World Children's Day #ChildrensDay
- Giving Tuesday: Tuesday after Thanksgiving #GivingTuesday
- December 5: International Volunteer Day #VolunteerDay
- January 16: Martin Luther King Jr. Day of Service #MLKDay
- January 23: National Reading Day #NationalReadingDay
- February: National African American Read In
- February 20: World Day of Social Justice #SocialJusticeDay
- March 2: Dr. Seuss' Birthday! / Read Across America Day #DrSeussDay
- April 12: Drop Everything and Read Day #DEAR
- April 23: World Book Day
- April 30: Children's Book Day: El día de los niños / El día de los libros
- May: Children's Book Month
- May 2: Give Local America Day #GiveLocal18
- July 18: Nelson Mandela International Day (of service) #MandelaDay



# BAKE SALE FOR BOOKS

BUY \$3 TREAT = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)





# PIZZA FOR A PURPOSE

BUY \$3 TREAT = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)





# SUNDAE BAR FOR BOOKS

BUY \$3 TREAT = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)



# DRESS CASUAL FOR A CAUSE

BUY \$3 DRESS DOWN = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)



# LEMONADE FOR LITERACY

BUY \$3 TREAT = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)





# READ-A-THON

# 5K WALK-RUN

BUY \$3 TICKET = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)





# BOOKSGIVING FEAST

BUY \$3 FEAST = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)



# LUNCH FOR LITERACY

BUY \$3 TREAT = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)





**STUDENT-TEACHER  
BASKETBALL  
FOR BOOKS**

**BUY \$3 TICKET = DONATE 1 BOOK**

[www.wordrebel.org](http://www.wordrebel.org)



# **BREAKFAST FOR BOOKS**

**BUY \$3 TREAT = DONATE 1 BOOK**

[www.wordrebel.org](http://www.wordrebel.org)





# POPCORN FOR A PURPOSE

BUY \$3 TREAT = DONATE 1 BOOK

[www.wordrebel.org](http://www.wordrebel.org)

# BAKE SALE FOR BOOKS FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# CUPCAKES FOR A CAUSE FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# COOKIES FOR A CAUSE FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_





# LEMONADE STAND FOR LITERACY

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# ICE CREAM BAR FOR BOOKS FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_





# READ-A-THON WALK / RUN FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# BREAKFAST FOR BOOKS FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# BOOKSGIVING FEAST FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# POTLUCK FOR A PURPOSE FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_





# PIZZA PARTY FOR A PURPOSE FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# POPCORN PARTY FOR A PURPOSE FUNDRAISER

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



# DRESS DOWN FUNDRAISER DRESS CASUAL FOR A CAUSE

**\$3 DONATES 1 BOOK!**

**WHEN:** \_\_\_\_\_

