

How to Earn 5,000 Scholastic Bonus Points

(updated August 2011)



The Deal

- Place Scholastic Book Club orders in September totaling \$275 and you'll get 5,000 bonus points! You must place the orders by 9/30/2011!
- The larger the order, the more points you'll get earn. Don't panic about how you'll get a \$275 order when you usually can't get a \$10 order! Just read on. Follow my system and you can do it! It works!
- If you don't want to do this on your own, you can work with another teacher or your grade level. After you get the 5,000 points you can call Scholastic and have the points distributed to each person's account according to the amount their class contributed to the total.

Secrets of Success

1. Make sure you have a Scholastic account. If you don't, go to www.scholastic.com/bookclubs to set one up. Then hunt around your school for September catalogs or request that they be mailed to you.
2. Look through the Scholastic September catalogs to be sure that the flyers you select include the offer described above. This year you can send home several different flyers and combine the order amounts to reach your goal and earn the extra points.
3. Choose a due date of no later than Friday, September 23rd. That way if you are close to your goal on the 23rd, you can send home one last appeal for book orders before the 9/30/2011 deadline passes.
4. Compose a letter to send home to parents with each order form. See the sample Scholastic Lucky Book Letter on the Teaching Resources Back to School page (www.lauracandler.com/backtoschool.php) and modify it as needed. Have students highlight the due date on the form!
5. If you haven't set up online ordering, do that at this time. I've found that parents order more books when they are using a credit card online. Go to www.scholastic.com/bookclubs to set this up. Activate the option that gives parents more book choices online because those orders will count towards the \$275 total. Be sure to activate several catalogs online even if you don't send the flyers home since parents can browse them online.

6. View one of the Parent Letters and record the Class Activation Code on your own letter in the space provided.
7. When you give the order form out, devote some class time to discussing the books. Have the kids highlight the ones they like and allow students to tell the class about books they love. Tell them that if the class can get a \$275 order, you'll be able to buy dozens of books for the classroom!
8. Distribute the letter and go over your book picks with the kids. Require them to get the letter signed by a parent even if they don't think they want to order. That way the parents will be aware of your goal and may want to help out, even if they don't usually order books.
9. Make a deal with students. If the class gets a \$275 order, anyone who places an order will get a free book pick worth \$3 or less from a future catalog. You can use the Scholastic Coupon on Teaching Resources to do this (www.lauracandler.com/backtoschool.php).
10. If you have access to a computer or interactive whiteboard, demonstrate how to place an online order. That way your students can help their parents with this process.
11. As the orders come in, keep a running total on the board. Don't post individual student names and the amounts of their orders! Just announce the daily total. You can also use the Scholastic Stars \$275 Countdown on Teaching Resources (www.lauracandler.com/backtoschool.php). Most stars are worth \$20 and the last one is worth \$15. Color in the stars as you work to reach your goal of \$275.
12. If you have a parent night or open house, distribute extra order forms and be sure to mention your class goal. If you have a copy of the Scholastic dictionary, display it and suggest it as a great family dictionary. Explain why you want the bonus points - to order free books and materials for your class.
13. If the deadline passes and you are close to \$275, send out another message letting parents know how close you are to the goal. If you have parent email addresses, send them a note and include a direct link to Scholastic's ordering page. You can also combine orders with another teacher to reach that goal and share the points later.
14. Enjoy spending your Bonus Points and using your free materials!

