

Reading Promotion Ideas

Virginia Readers Choice

- Promote VRC books during library lessons or classroom visits.
- Send a letter to parents about VRC Book Program.
- VRC Lunch Bunch. Post a schedule early in the year with dates, times and the book title that will be discussed. Any student who has read that week's book is invited to bring his or her lunch to the library and participate in the book discussion.
- Breakfast Club –Invite students to the library before school for breakfast (muffins, juice) periodically during the year to discuss a book.
- Battle of the Books competition based on VRC books.
- VRC Readers Wall. Laminate the book covers from each book and place these covers on a large empty wall. Have students sign their name under each cover for books they have read. (Variation: Graph the number of students who have read each book.)
- VRC Readers' Club Card or VRC Passport. Punch card for each book read.
- Place information about the VRC Book Program on the school website.
- Read a short excerpt or give a book talk about one of the books each week on the morning announcements.
- Put spine labels on the books so they are easily recognized on the shelves.
- Make a table or bulletin board display promoting the program using posters, books jackets, etc.
- Use a blog, website, paddlet, etc., to encourage student discussion of VRC books.
- Make a display allowing students to comment on nominated books.
- Have students make podcasts of book talks and/or book reviews using Flipgrid, Snapchat, Instagram, Youtube, Powtoons, etc. Post these to the school or class website for others to access.

Possible Prizes for Reading All Books

- Certificates
- Bookmarks
- Stickers
- Party (ice cream, pizza, popcorn, etc.)
- Contact local businesses for prizes

Student Logs

- Have students complete a record sheet which asks students to make short comments and rate the book.
- Student Diary or Journal. Give each student a diary or journal with space for the student to write notes about each book that he/she reads.
- Create a booklet for every student with one page for every book. Each page includes the title of the book and a space for the child to draw their favorite part of the story. At the bottom of the page, students rate the book from 1 to 5 stars.

Voting

- Use paper ballots.
- Use a free electronic survey tool to have students vote (ex. survey monkey).

- Establish a voting day for your school or class.
- Use a Google Form.

Teacher Involvement

- VRC Tea. Invite teachers for coffee/tea in the library before & after school to introduce the nominated books.
- VRC Book Review Reward. Encourage teachers to record a video book review by entering their names in a drawing each time they complete a book and submit a review using any of the above-mentioned video methods.
- Encourage classroom teachers to use one or more of the nominated titles for book reports, literature circles, or other class projects.

VEMA '07: Exploring Curricular Connections with Virginia's Readers' Choice
<http://vrc07.wikispaces.com/>