

# Teacher's Guide to **READING CLUB**

Build a Love of Reading & Reward Your Classroom!



Photo © Scholastic Inc.

**Earn Rewards  
for Books &  
Resources to  
Reach Every  
Student!**

# A Step-By-Step Guide to Running **READING CLUB**

- 1** To register, create an account at [scholastic.ca/readingclub](https://www.scholastic.ca/readingclub)
- 2** Select "YES" to running Reading Club in your account profile to receive your Class Code—this is the key to earning rewards for your classroom!
- 3** If you choose to share paper flyers with your students, let us know how many you'll need in your account preferences.
- 4** You can also share digital flyers, which will be emailed to you as well as posted online at the beginning of each month.
- 5** Sharing your goals with parents encourages them to participate—they are eager to help your class get the resources you need! Along with the flyer, attach a letter to families to let them know why you are running Reading Club with your class. You can find a letter on page 7.
- 6** When they place orders online and use your Class Code, you'll receive rewards deposited directly into your account!
- 7** Check your account profile to make sure you're signed up to receive emails from us as well—you'll get exclusive offers, tips, newsletters, and more!

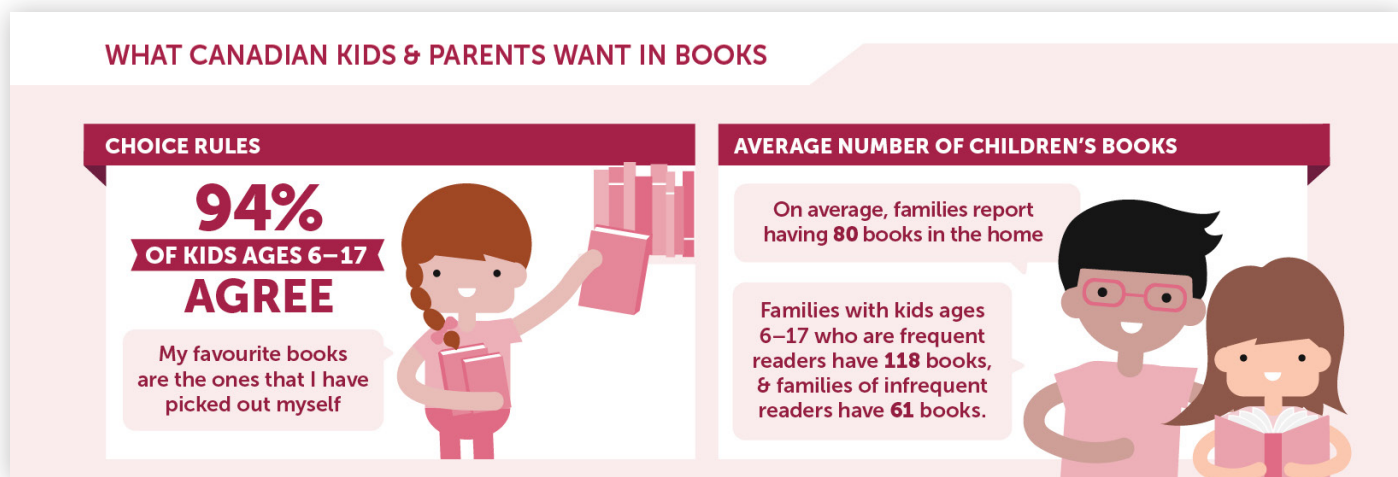


If you'd like any assistance setting up your account, please call us at **1-800-268-3860**. We'll be happy to help!



# Why Reading Club?

Teachers know how important it is for kids to spend time reading outside of school, and Reading Club is a simple, rewarding way to make it happen. When kids choose what they want to read and have their own books at home, they become avid readers!



Infographic from the most recent Kids & Family Reading Report™ (Canadian Edition).

## Here's how Reading Club benefits kids, teachers, and the classroom!

- 1 Our book specialists explore thousands of books published for children in grades PreK through Grade 8, in English and French, and select the best grade-level, seasonally appropriate, curriculum-connected titles each month.
- 2 Our selection is constantly changing! Our monthly flyers offer a carefully curated assortment of books that are hand-picked for young readers, so you can easily find something to meet every reading level and interest at any time.
- 3 Find exclusive Scholastic editions of books that make building a home library affordable—we've got paperback editions of titles that aren't available anywhere else.
- 4 Parents tell us they want to help their children become lifelong readers and they're eager to support their classroom—Reading Club is a simple way to do both! When parents order from Reading Club using your Class Code, you earn rewards that you can redeem on books, classroom supplies, and teaching resources so that every child in the class benefits.

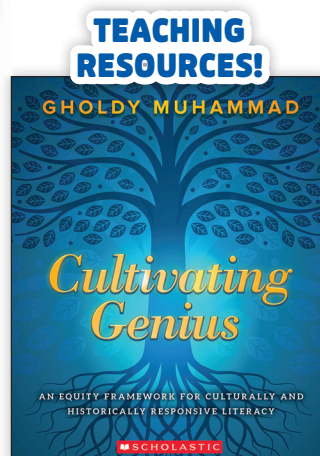
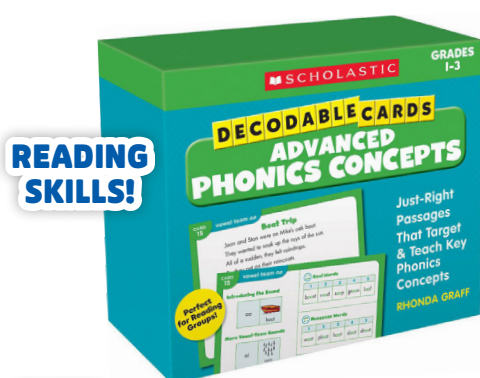
# Earning Rewards

Parents place their orders online, books ship to their homes, and YOU get rewards! You're also rewarded on your own orders.

Here's how it works:

- 1** You'll be mailed paper flyers at the start of each month. Send these home with your students so they can select something they're excited to read! Families can also shop from the digital flyers posted on the site monthly.
- 2** Share your Class Code with families. Class Code links all your classroom orders back to you for rewards. Every order, including your own, where your Class Code is applied earns you rewards. Once you've signed up to Reading Club, your Class Code will be assigned to you and parents will be able to search for your code on our website. For more details about Class Code, visit [scholastic.ca/rc/classcode](https://www.scholastic.ca/rc/classcode)
- 3** You can redeem your Bonus Bank Rewards on anything you need for your classroom! You can shop from Classroom Essentials, Reading Club, and Scholastic Education to find the books, furniture, supplies, manipulatives, and resources you need for your students!

**You Can Redeem Your Bonus Bank Rewards  
on Essentials for Your Classroom!**



Bonus Bank Rewards can be redeemed from your Bonus Bank any time you place an order. You can indicate the amount you would like to redeem at checkout online, or by telling the Customer Service representative over the phone. Bonus Bank Rewards are not redeemable for cash. They have no monetary value and are not a medium of exchange, are not transferable and are not for resale. Must be redeemed on Scholastic Reading Club, Classroom Essentials, or Les indispensables du prof products.

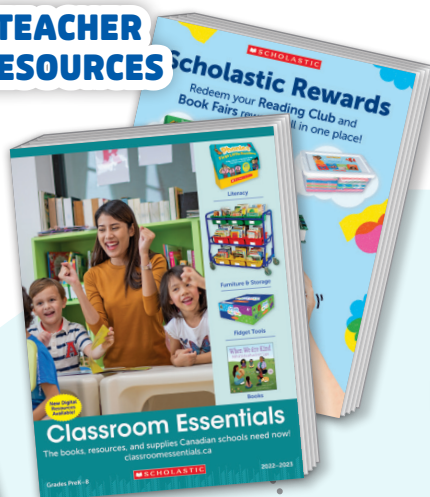


# Rewarding Your Classroom

## How to Make the Most of Your Rewards

Your Bonus Bank Rewards make it easy for you to earn FREE books and educational items that benefit every student in your classroom.

**TEACHER  
RESOURCES**



**STUDENT  
ONLINE  
ORDERS**



**PLACE YOUR OWN  
ORDERS ONLINE**



**READING  
CLUB**



**EARN  
REWARDS**

**READING CLUB  
BOOKS**

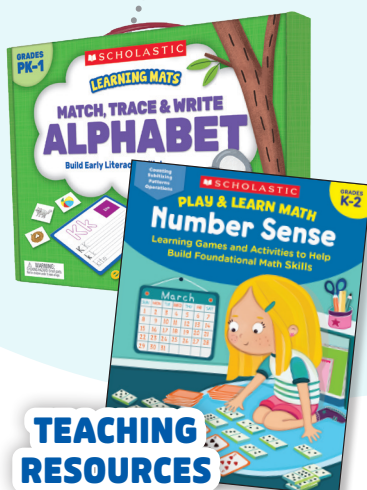


**REDEEM  
REWARDS**

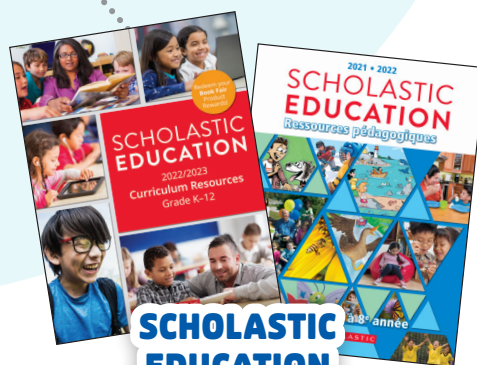
**FURNITURE &  
STORAGE!**



**TEACHING  
RESOURCES**



**SCHOLASTIC  
EDUCATION**



# Monthly Reading Club Fun!

Each month, it's up to you how you share the flyers!

- 1** Paper flyers will be mailed to your classroom at the beginning of each month so you can flip through them to build reading excitement, and send them home with students!
- 2** A digital flyer will also be emailed to you, and be posted to our website, at the start of each month. You can share this virtually with your class.
- 3** You and your families can shop over 3,000 books and teaching resources online, including special Scholastic editions you can't get anywhere else!

## READING ALOUD

### READING ALOUD AT HOME

Percentage of parents with kids ages 0–5 who started reading aloud to their child before

**35%** **70%**

**3 MONTHS OLD**

**AGE 1**

Percentage of parents with kids ages 3–5 reading aloud to their child 5–7 days a week

**65%**

**KIDS AGES 3–5**



The frequency of parents reading aloud 5–7 days a week decreases dramatically after ages 5 and 8

**41%**

**KIDS AGES 6–8**

**16%**

**KIDS AGES 9–11**



**58%** of kids ages 6–8 want reading aloud to continue

### PARENTS ARE READING SEVERAL BOOKS ALOUD

Percentage of parents with kids ages 0–5 who read aloud at least weekly, and who read more than one book each time

**61%**



### THE POWER OF CHOICE

Percentage of kids who are read aloud to at least weekly who pick their own books

**73%**



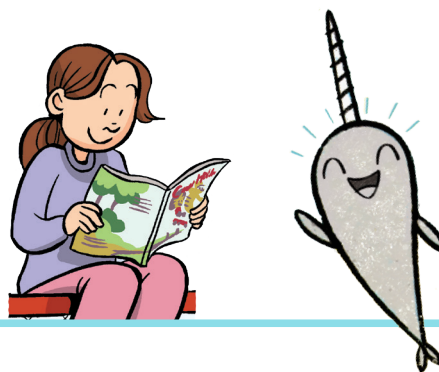
Infographic from the most recent Kids & Family Reading Report™ (Canadian Edition).





# Just-Right Books For Your Child!

Books Kids Love Delivered  
to Your Home



**Dear Parents/Guardians,**

Our class will be participating in the Scholastic Reading Club program. Reading every day is the best way for children to become independent readers. Reading Club makes it easy for you and your child to find the right books that will spark a love of reading!

Every time you place an order, our whole class benefits. When you checkout, please enter my Class Code. When you use my Class Code, our class earns rewards. The rewards earned can be put towards books and educational resources that every child in the class can use.

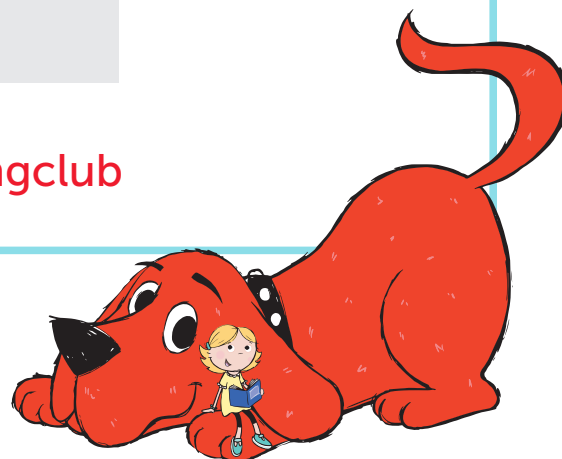
Your order will ship directly to your home and you can order online whenever you want at [scholastic.ca/readingclub](https://scholastic.ca/readingclub).

Here's to a great year of reading!

**Your Teacher**

**My Class Code:**

Place your order at [scholastic.ca/readingclub](https://scholastic.ca/readingclub)





# READ. GIVE BACK. DO GOOD.

Your students can make a difference for children across Canada just by reading!

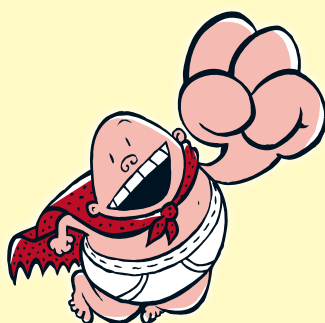
Program returning Winter 2023!

Classrooms Care is a special reading program that empowers students to read and make a difference. We believe every child deserves to have access to books they can own. That's why, when students read 100 books, Scholastic is committed to donating up to 100,000 books to kids who need them!



We've donated  
**2 MILLION BOOKS**  
books since 2005

Thanks to the participation of over  
**80, 000 CLASSROOMS**

That's a total value of  
**\$11.5 MILLION**  
in books donated to children who need them most!



You can register your class beginning January 1, 2023  
at [scholastic.ca/classroomscare](https://scholastic.ca/classroomscare)

  @ScholasticReadingClubCanada #ClassroomsCare #DoGood



# The Scholastic Experience

## Scholastic at School & Home

### READING CLUB

Reading Club offers an exciting way for teachers to engage their students with reading and to enable them to reach their highest potential—strengthening their vocabularies, critical thinking skills, and broadening their knowledge of the world around them.

### BOOK FAIRS

Book Fairs bring families and the school community together to celebrate a love of reading. Kids can choose their next favourite book from hundreds of carefully selected titles for every reading level. Inspire independent reading, build home libraries, and earn valuable Rewards for your school by hosting a Scholastic Book Fair!

### classroom essentials

Classroom Essentials is a learning and literacy partner for every educator and school community. Classroom Essentials is curated especially for Canadian educators and offers curriculum-based resources to create inspiring learning environments.

### SCHOLASTIC EDUCATION

Scholastic partners with Canadian schools to provide culturally responsive, extensively-researched educational products and programs for the teaching and learning of literacy, numeracy, science, and social studies.

### SCHOLASTIC

Scholastic is Canada's largest publisher and distributor of children's books, which can be found in major retail chains and independent booksellers throughout Canada.

### SCHOLASTIC CANADA TEACHABLES

Digital Lessons, Printables, Mini-Books + More

Scholastic Canada Teachables is where you can find educator-created and expert-vetted digital materials that you can use in class, virtually, and at home.

### Scholastic in the Community

Scholastic is committed to ensuring ALL children have access to quality books, especially during times of sickness or hardship. By partnering with organizations that share our goals through our Classrooms Care program, we can continue to help create literacy-rich homes, schools and communities throughout Canada.

Art © Dav Pilkey



# We're Here to Help!



1-800-268-3860 (Toll-Free)



[custserve@scholastic.ca](mailto:custserve@scholastic.ca)



[scholastic.ca/rc/faq](https://www.scholastic.ca/rc/faq)



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## SCHOLASTIC 100% SATISFACTION GUARANTEE

Your complete satisfaction is our #1 priority. If for any reason you want to return an item you ordered, we will be happy to give you an exchange, credit, or full refund.