



Librarian Program & Promotional Ideas

If you have creative ideas for promoting the program or using the materials, please email them to lisa.helme@state.vt.us. She will share the ideas with other librarians!

The librarian acts as the main source of program information for each school. One goal of the Reading is an Investment program is to help libraries build financial literacy book collections. Librarians have made a range of creative displays and placed dedicated stickers or labels on books to help students identify these “money” books. If you would like to read more about the creative work of your fellow librarians, please go back and read the librarian program and promotional ideas pages in previous curriculum guides. Resources from past years are available through the Reading is an Investment program web page found at www.MoneyEd.Vermont.gov. In this curriculum guide you are supplied with a flyer to share with your school community, a letter to send to parents and a sample newsletter story. See the table of contents in this guide for the corresponding page number.



Last year, schools that had more than one-third of their student body complete the personal reading challenge were entered into a random drawing for a giant Vermont teddy bear. Above, Johnson Elementary School teacher Samantha Brehm and her students accept a bear for their library!

How does that school return so many completed reading logs?

Schools most successful in managing their reading logs have these suggestions!

- **Keep the logs at school and allow students to fill them out throughout the school term. The logs can be a great tool for keeping track of all of the free reading times students participate in. Classroom teachers can be very supportive of this.**
- **Create a sticker with the names of the three featured books. The librarian reads the books to all of the students during library time throughout the year. Students then apply the stickers to the logs to fulfill their money book reading requirements.**
- **Each year, the program provides a fun program item for students. Use that item as a reward for students who read three money books or to encourage students to keep working on their logs.**
- **Have in-school reading contests where students are rewarded for completing reading requirements.**
- **Take advantage of those active days before a school break. The program activities provide one-time lessons that are perfect for bridging curriculum gaps between major units.**