

Funding Ideas

Your first thought may be to ask the PTA or PTO for funding. But they have many needs to address.

Other options that schools have used successfully:

- Pre-order books directly from a bookseller or publisher, asking that a portion of the sales be directed toward the speaker's fee
- Treat the day like a field trip and ask each child to contribute \$2
- Hold a "Penny Drive." The room that contributes the most, wins lunch with the speaker
- Bake sales or other snack sales
- Title I monies
- Sponsorships from businesses
- Partner with other local schools so that the speaker's travel costs can be split
- Piggyback onto a local writing conference, engaging their speaker to stay over or come early



Brought to you by the Alaska Chapter of

The Society of Children's Book Writers and Illustrators

The Society of Children's Book Writers and Illustrators, a non-profit, 501(c)3, is the only professional organization specifically for individuals writing and illustrating for children and young adults in the fields of children's literature, magazines, film, television, and multimedia. The vibrant community includes writers, illustrators, translators, editors, publishers, agents, librarians, educators, booksellers, bloggers, enthusiasts, and others. SCBWI provides education and support through awards, grants, programs, and events. SCBWI-Alaska, with members all over the state, hosts local and online programs. "Published and Listed" members, or PALs, are those whose work has been published through traditional publishing houses.

For more information on Alaskan authors or illustrators, see participating members at www.alaska.scbwi.org or email the Regional Advisor at Alaska@scbwi.org.



Helpful Hints for Bringing an Author or Illustrator to Your School or Library



The Value of School Visits

- ◆ Forge a **personal connection** between kids, book creators, and books
- ◆ Create a **surge** in library use
- ◆ Reinforce specific **content connections** with educational standards
- ◆ **Motivate kids** to read, write, and express themselves
- ◆ Motivate kids to **revise and rewrite** their own works
- ◆ Motivate kids to **pursue** their dreams and **persist** when goals are challenging
- ◆ Demonstrate the **value of research** and writing process
- ◆ See **improvements** in reading scores
- ◆ Improve **school-wide morale**
- ◆ **Build partnerships** with community charities, resulting in great community “buy-in” to library issues and concerns
- ◆ Show potential funding partners that your school or library has a viable, specific program that will **directly benefit kids**

Opportunities

A number of foundations, programs, and organizations provide grants to help supplement or cover the costs of an author or illustrator visit.

Adopt a Classroom
SCBWI's Amber Brown Grant
Barnes & Noble Co-Sponsorship
Dollar General Literacy Foundation
Donors Choose
National Endowment for the Arts
The NEA Foundation
Reading is Fundamental
Target Arts Grant
Verizon Foundation
WalMart Grants
Grant Wrangler
GrantsAlert.com

In addition, investigate:

- ▶ National service organizations like Lions Clubs, Rotary Club, Kiwanis, etc.
- ▶ Large business corporations such as McDonalds, Burger King, Safeway, Fred Meyer, Home Depot, Lowes.
- ▶ Local independent businesses.
- ▶ National philanthropic groups: Bill Gates Literacy programs, Imagination Library.
- ▶ Specialty groups: Arts Councils or Commissions. Try your local natural history or historical association, if your speaker matches their interest.
- ▶ Rural Alaska schools, check with Alaska Native regional or village corporations.

Grant-Writing Tips

- 1.** Plan out your entire project before you begin writing. This might include:
 - An overarching goal(s)
 - Achievable objectives
 - Techniques or strategies to achieve them
 - Your bio/platform
 - The grant request (yes, you have to ask for it!)
 - Description of how the money will be used
 - Total budget shown in two columns (your out-of-pocket expenses vs. the anticipated amount from the funding source)
 - Timetable
 - Evaluation/next steps, etc.
- 2.** Use bits and pieces from one application to simultaneously submit to others, but tailor each appropriately.
- 3.** If denied a grant, call and see how you can make your request stronger in the next funding round. Then reapply.