

Funding Ideas

The natural first thought is to ask the PTA or PTO for funding. But they have many needs to address. Here are some 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 towards 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
- ◆ Collect donated prizes and hold a raffle
- ◆ Title I monies
- ◆ Sponsorships from local 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
- ◆ Contact SCBWI or other writing organizations to find local speakers and forego travel expenses

The Society of Children's Book Writers and Illustrators

The Society of Children's Book Writers and Illustrators is a non-profit professional organization specifically for those individuals writing and illustrating for children and young adults in the fields of children's literature, magazines, film, television, and multimedia. The SCBWI acts as a network for the exchange of knowledge between writers, illustrators, editors, publishers, agents, librarians, educators, booksellers and others involved with literature for young people. It serves as a consolidated voice for professional writers and illustrators the world over. There are currently more than 22,000 members worldwide, in over 70 regional chapters writing and illustrating in all markets for young readers from board books to young adult (YA) novels, making it the largest children's writing organization in the world. The Louisiana/Mississippi region of SCBWI includes the States of Louisiana and Mississippi.



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the Louisiana/Mississippi region of the Society of
Children's Book Writers and Illustrators
<http://louisianamississippi.scbwi.org>
Search our Speakers Bureau and Bookstore
on the SCBWI website: www.scbwi.org
Illustration by Karen Konnerth, LA/MS member

How to Bring an Author or Illustrator to your School or Library



**Author & Illustrator Visits
Inspire Students!**

The Value of School Visits

- ◆ Forge a personal connection between kids, book creators and the books they bring
- ◆ Cause 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 persist in their dreams and not give up when goals are challenging
- ◆ Demonstrate the value of research and the writing process
- ◆ Contribute to improvements in reading scores
- ◆ Improve school-wide morale
- ◆ Create greater visibility for the library and opportunity for community PR
- ◆ Build partnerships with community charities, resulting in greater community “buy-in” to library issues and concerns.
- ◆ Show potential funding partners that your school has a viable, specific program that will directly benefit kids.

Grant Opportunities

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

Adopt a Classroom
The 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
Wal-Mart Grants
Grant Wrangler
GrantsAlert.com

In addition, investigate:

- ◆ National service organizations such as Lions Clubs, Rotary Club, Kiwanis, etc.
- ◆ Large business corporations such as McDonald’s, Burger King, Home Depot, Lowe’s, Winn-Dixie, etc.
- ◆ Local independent businesses (check with your Chamber of Commerce)
- ◆ National philanthropic groups, e.g., Bill Gates Literacy programs, Dolly Parton’s Imagination Library
- ◆ Specialty Groups: Arts Councils or Commissions. Try your local Audubon Society or Historical Association, if your speaker matches their interest.

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.