



# ClassroomsCount™

## Teacher Tool Kit

Your guide to effectively raising funds and raising readers.

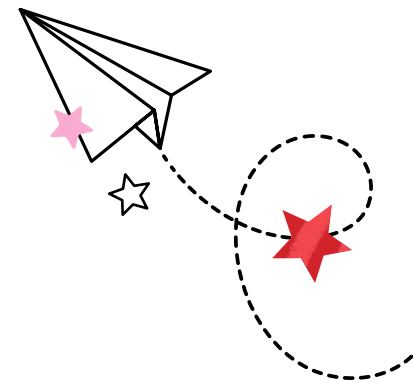




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# Hi There!

Welcome to the ClassroomsCount™ teacher tool kit!

Whether this is your first time raising funds or you're an experienced campaigner, over the next few pages you'll discover must-know tips and tools to help you hit your goal.

Think of this tool kit as **your essential handbook** – an indispensable guide to walk you through everything you need to know about creating a successful ClassroomsCount™ campaign.

So whether you're looking to refresh your classroom library or send “keep forever” books home, we can't wait to see you start raising funds!

Thanks for everything you do,  
**The ClassroomsCount™ Team**





## QUICK START GUIDE

# Easy as 1...2...3 Minutes!

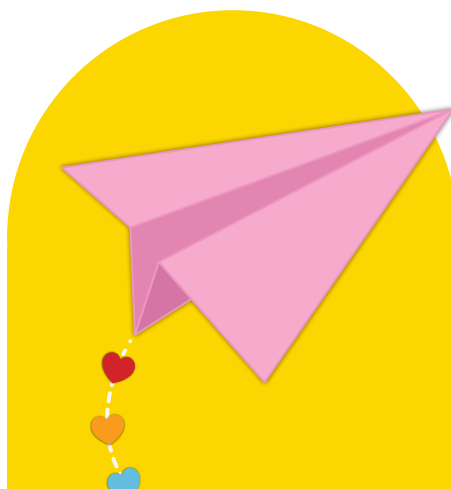
Setting up a ClassroomsCount™ campaign is convenient, free, and fast. In fact, on average it takes teachers just **3 minutes, 22 seconds**.

Here's how to quickly get started:



### CREATE YOUR CAMPAIGN

Visit the [ClassroomsCount™ homepage](#) and click “Get Started”.  
Log into your Scholastic account and fill out your campaign details.



### SHARE YOUR CAMPAIGN

Share your campaign's unique URL via email, social media, and text message.



### SPEND YOUR FUNDS

Every penny you raise is yours to spend across Scholastic — even if you don't hit your goal.

A vertical illustration on the left side of the page shows a bookshelf with several shelves. Each shelf contains a few books of different colors (red, green, yellow, blue, pink, purple) and some are open, showing their pages. The books are stylized with simple outlines and flat colors.

# Setting Up Your Campaign

Use these **proven tips and strategies** to give your campaign the best chance of raising funds.

## **SET YOUR GOAL**

We recommended setting a goal that's ambitious but achievable. Over the past two school years, the average successful campaign raised \$407.

## **SET YOUR TIMELINE**

Shorter campaigns can create a sense of urgency. Most fully funded campaigns hit their goal in just 21-22 days. And if needed, you can always extend your end date.

## **NAME YOUR CAMPAIGN**

A good campaign name grabs attention and highlights what you're raising funds for. Here are a few examples:

- Will You Be a Book Fairy for My Kindergartners?
- Help Me Send a Book Home Every Month
- Miss Goodman's Little Readers with Big Dreams
- Bringing Mystery Books to My Classroom
- Inspiring a Love of Reading in 3rd Grade



## TELL YOUR STORY<sup>!</sup>

Make it personal—share why your campaign matters and exactly what you need. Honest stories, like students eager to get their hands on the latest book in a popular series, help people connect and understand your goal.

## HIGHLIGHT WHY IT MATTERS

Show how each contribution makes a meaningful difference to your students— the more specific, the better. This helps potential supporters understand the “why” behind your campaign. For example, if you’re raising funds to provide access to high-interest book series that keep striving readers excited to read every day... that’s incredibly impactful!

## KEEP IT SHORT AND SWEET

People connect most with short, heartfelt stories. Just a paragraph or two should be enough to share why your campaign matters. And don’t forget — a touch of magic, like a moment of “book joy” when a student discovers their new favorite story, can help contributors feel the true impact of their support.

### Psst...

We’ll share examples of how to write an effective note asking for contributions on **page 7**.

# Promoting Your Campaign



## SHARE, SHARE EVERYWHERE

Sharing your campaign via email or social media makes it **4 times more likely to receive contributions**. Promote it via text message, newsletter, and word of mouth too!

## START WITH YOUR INNER CIRCLE

On average, teachers fully fund their campaign with **just 6 contributors**. Pinpointing six people in your close circle to ask directly is a proven method of building early momentum. This could be a sibling, a best friend, or your college roommate. Contact them directly and share a link to your campaign.

## REACH OUT TO YOUR WIDER COMMUNITY

Is there a group text or chat that you're a part of? An exercise class? A book club? **You never know who will be interested in helping you!** Whether it's an old friend or a local business, you can get them involved — even if it's just asking them to spread the word.



# Ready-to-Go Graphics

Pick your favorite design and share to your social media profiles.

[GET GRAPHICS](#)

## Here's What To Include In Your Post:

- ★ A link to your campaign page
- ★ A short caption telling your story
- ★ The **#ClassroomsCount** hashtag so we can see your campaign



# Email & Letter Templates

Use the templates below to get inspiration for writing your email  
(pro tip: copy and paste the emails and edit them to **make the message more personal** to your unique campaign).

## THEME Sending Books Home

Subject: Just a few dollars can provide new books!

Hi friends and family,

As you know, I teach **[1st graders]** at **[school name]**, and this year my students are working hard to become independent readers. They've fallen in love with new characters and stories — but many of them don't have access to books at home.

That's why I'm raising funds through Scholastic's ClassroomsCount™ — to give each student their own “keep-forever” books to read at home and continue growing their skills: **[Campaign URL]**

Even a small contribution can make a big difference. If you're able to give — or share this link with others who might be interested — I'd be so grateful. Your support helps me build a lifelong love of reading with my incredible young learners.

Thank you from the bottom of my heart,  
**[Your Name]**

## THEME Sending Books Home

Subject: Will you be a book fairy for my students?

Dear **[Name]**,

Did you know that just a few dollars can provide a new book for one of my students to take home and keep forever?

I'm currently raising funds through Scholastic's ClassroomsCount™ to ensure my students have access to books at home. This will ensure that every student has the opportunity to not just learn to read, but to fall in love with reading.

Your support means the world to me — and every dollar brings us closer to our goal.

Please give what you can here: **[Campaign URL]**

Thank you for your generosity and support!  
**[Your Name]**

## THEME

### Growing Classroom Library

Subject: Help me build brighter futures

Dear **[Name]**,

I hope you're well!

As a **[grade/subject]** teacher at **[school]**, I am constantly inspired by my students' curiosity and enthusiasm.

To support their learning, I'm raising funds with Scholastic's ClassroomsCount™ for **[specific books and resources]**.

Your contribution, no matter the size, will make a significant impact. Together, we can make a difference in their educational journey! Please visit my campaign here: **[Campaign URL]**

Thank you for considering this opportunity to support my classroom!  
**[Your Name]**

## THEME

### Growing Classroom Library

Subject: Help My Students Thrive

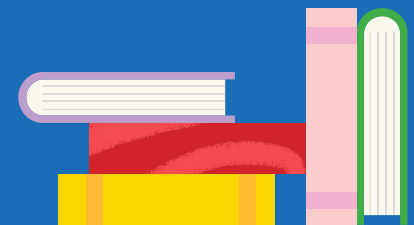
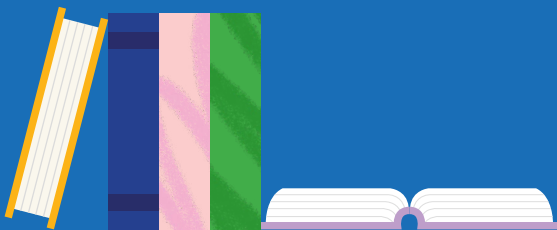
Dear **[Name]**,

The students in my **[grade level/subject]** class are eager to learn, grow, and explore. To support their journey, I'm raising funds through Scholastic's ClassroomsCount™ for **[specific books and resources]**.

With your help, I can provide more books that my students are interested in reading. Your contribution will make an immediate and lasting impact on their education and growth.

I would be so grateful if you would consider contributing or sharing my campaign: **[Campaign URL]**

Thank you for believing in my students!  
**[Your Name]**





# How to Engage Contributors

Sharing regular updates is a great way to keep your campaign top-of-mind for your community.

## SHARE MILESTONES

Post about key milestones in your campaign to share your progress. Are you halfway to your goal? Is your campaign about to expire? Did you exceed your goal and increase it? Share updates to give people another chance to get involved.

## MAKE CONTRIBUTORS FEEL SPECIAL

We'll send an automatic thank-you message to everyone who contributes to your campaign, but a personal note from you and your students is a meaningful way to show appreciation.

## SEND REMINDERS AND FOLLOW-UPS

People might intend to contribute but may need reminders when life gets busy. Send follow-up messages to those who haven't contributed yet. If your campaign is close to ending, hit them with a "last chance to change students' lives" message!

## SHOW THE IMPACT

Once your campaign is over and you've spent your funds, send updates to your community showing how their contributions were used. Add photos of the items you spent funds on. This will make contributors feel appreciated and more likely to contribute to your next campaign.





# 6 Most Frequently Asked Questions

Visit our full [FAQs](#) for more information.

## **How long does it take to set up a ClassroomsCount™ campaign?**

On average, it takes teachers just 3 minutes, 22 seconds to set up their campaign. That's less time than it takes to drink a cup of coffee!

## **Is ClassroomsCount™ free to use?**

Yes, ClassroomsCount™ is completely free to use and there are no fees whatsoever. Every penny you raise is yours to spend immediately!

## **Can I run more than one campaign?**

Absolutely! There's no limit to how many campaigns you can create. We've had lots of teachers who've run multiple campaigns. However, you cannot run more than one campaign at the same time.

## **What if I don't reach my goal?**

Don't worry – every penny you raise is available for you to spend immediately, even if you don't hit your goal.

## **Do ClassroomsCount™ funds expire?**

No! Your funds never expire and you can redeem them the moment they're received.

## **How do I spend my funds?**

Any funds you raise with ClassroomsCount™ will automatically be added to your Scholastic account and you'll have the option to redeem them at checkout. Funds can only be used for online purchases.

## **Ready To Get Started?**

Visit us at [scholastic.com/classroomscount](https://scholastic.com/classroomscount)  
You got this!

