



2023 Kids Read Now Programs

Data Driven, Evidence Based.

Collecting data is one thing, acting on it is another. By continually analyzing participation data and optimizing the program, Kids Read Now is a proven cost-effective means to protect current PK-5 reading gains while increasing readiness for future progress. Students receive a new book in the mail every 7–10 days while parents are coached weekly with title-based reading activities inside each book. They're even encouraged to report their reading progress via text or the Kids Read Now app. More data means better decision-making!

The pandemic and varied remote learning situations have left kids further behind. The KRN Book Bridge program meets the need for a school-year solution to supplement classroom instruction. Each six-week segment provides a simple way to get student-selected, reading level-appropriate, quality books in the hands of students in their homes weekly—and can be renewed for year-round deliveries!

We look forward to partnering with you to improve literacy rates for your PK-5 kids!

School Year (Book Bridge) Program

\$29.95 per student - Fall & Winter Sessions

- Auto enrollment with CSV upload (*FERPA Compliant, encrypted, and secure*)
- 6 self-selected reading level specific books or default selection after deadline.
- All book selections made using new online process
- Books are individually mailed to homes every 7-10 days
- Parent Kickoff: A Family Reading Event (*Online, on demand*)
- Parent Kickoff Postcard
- English Parent Guide (*Digital and Printed*)
 - Spanish Parent Guide (*Digital via QR code*)
- Discovery Sheet (*Comprehension Questions*)
- Portal access for educators/parents
- Teacher Guide (*Digital*)
- Mobile App for Parent Engagement 120+ languages.
- PDF Completion certificate

Summer Comprehensive Program

\$47.50 per student

- Auto enrollment with csv upload (*FERPA Compliant, encrypted, and secure*)
- 8 self-selected reading level specific books or default selection after deadline.
- All book selections made using new online process
- Books are individually mailed to homes every 7-10 days
- My Stories creative writing book included
- Discovery Sheet (*Comprehension Questions*)
- Parent Kickoff: A Family Reading Event (*Online or in-person material provided*)
- Parent Kickoff Postcard
- English Parent Guide (*Digital and Printed*)
 - Spanish Parent Guide (*Digital via QR code*)
- Portal access for educators /parents
- Teacher Guide (*Printed and Digital*)
- Mobile App for Parent Engagement 120+ languages.
- Weekly automated parent calls/messaging (*English and Spanish*)
- District level real-time/summary reports
- Full-color program completion certificates and Word mail merge personalization template
- End of program prize for reporting all books

3 MILLION BOOKS

We're gearing up for our biggest year ever and want to celebrate with YOU! We're inserting special prize winner certificates in TEN books next summer to celebrate mailing our 3 MILLIONTH book!

WHAT ARE THE SPECIAL PRIZES?

- 10 students win scholarships worth \$3000!
- Schools win too! 33% more enrolled students for the following summer... FREE!

You want the BEST for your kids. We do, too.

The Best PROGRAM

- Kids are TWICE as likely to read books they choose¹
- FULLY TURN-KEY Give staff their time back
- Reading Activities for each book build comprehension
- Auto enrollment from SIS assures all students benefit

The Best PROCESS

- WEEKLY parent engagement via app, text, call, or email
- NEW books to keep arrive all summer long... mailed home
- REWARDS prizes and program completion certificates recognize achievement

The Best VALUE

- 3% of the cost of summer school
- 98% as effective as summer school
- TITLE I & ESSER FUNDING ELIGIBLE

The Best RESULTS

- Up to 3 MONTHS of reading gains EVERY summer
- Up to 1 YEAR OF GAINS over the course of the K-3 program²
- 89% of parents & 94% of educators recommend Kids Read Now

The Best EVIDENCE

- 2018 & 2019 ESSA Tier 2 standard studies; replicated results³
- 7 YEARS of annual research for continuous program improvement

¹ Self-selected reading is twice as powerful as teacher-selected reading in developing motivation and comprehension (Guthrie & Humenick, 2004).

² Geoffrey D. Borman, Hyunwoo Yang & Xin Xie (2020) A Quasi-Experimental Study of the Impacts of the Kids Read Now Summer Reading Program, *Journal of Education for Students Placed at Risk (JESPAR)*, DOI: 10.1080/10824669.2020.1855985 (A K-3 Study)

³ Less than 5% of reading studies are replicable. Kids Read Now is one of them.

“KRN offers consistent and replicable positive impacts, and it is a model that can be scaled. This is highly important.”

— **Geoffrey D. Borman, Ph.D.**

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Email an Outreach Representative to learn more
or schedule a quick demo!

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