

READING PAYS: Pueblo's \$1 Million Reading Challenge



# Reading Pays: How Does It Work?



June Registration (Rawlings) **FULL**



June Completion Form (Rawlings) **OPEN**

Click [HERE](#) to submit your completion form.  
Completion forms must be submitted within the month registered.  
June completion forms must be submitted by midnight, June 30, 2021.  
Completion certificates and payments will be mail by July 15.



July Registration (Rawlings) **FULL**

Click [HERE](#) to register  
Completion forms must be submitted within the month registered.  
July **Completion Forms** must be submitted by midnight, July 31, 2021.

**READING PAYS!**  
Pueblo's \$1 Million Reading Challenge

**JUNE: FULL!**  
**JULY: FULL!**  
**AUGUST: FILLING UP!**

*Spots are filling fast! Sign up today.*

**PROGRAM SPONSORS:**

Pueblo Health System  
 Bank of the San Juans  
 ALL-PHASE Environmental Consulting, Inc.  
 Pueblo Mail  
 H.W. Houston Construction  
 TURNER Construction

Parkview Health System  
 Security Service Investment Group  
 Office of the District Attorney, Tenth Judicial District  
 Drs. Mark & Reiko Clark  
 New Image Drywall, LLC  
 Pueblo Community Health Center  
 Wilcoxon Wealth Management  
 Gold Stone Creamery

# Reading Pays: How Does It Work?



You've checked out 10 items and you're ready to talk about them.

Great, we want to hear from you!

**All responses must be submitted by June 30, 2021 at 11:59 p.m.**

# Reading Pays: How Does It Work?

Submit Response: (Required)

If you are submitting a link please make sure it is set to PUBLIC so that our staff can view it. For example, if sending a GOOGLE DOC please make sure access is given to anyone with the link.

**PCCLD may use your response submission for marketing and communication purposes. \***

- Select - ▾

**Upload your response using one of the methods below:**

Choose File No file chosen

📎 Upload ▶

**I have a url link to my response submission hosted elsewhere (YouTube, Google Doc, etc.):**

**Type a written response directly into your browser and submit:**

**I acknowledge I have attached my response in one of the 3 methods above. \***

- Select - ▾

You MUST provide a response of some sort on your checked out items.

Submit to receive \$100! (Click only once) ▶

# Reading Pays: How Many Have Registered?

<u>Month</u>	<u>Registered</u>
June	3,179
July	3,000
August	1,156

**Total: 7,235** (As of 6/14/2021 at 6 p.m.)

# Reading Pays: Staff Process

<u>Task</u>	<u>Responsible Dept.</u>
1) Registration Information	Tech Services, Community Relations
2) Verification	Tech Services
3) Capture Completion Form	Community Relations
4) Ten-Book Checkout Verification	Tech Services
5) Literacy Activity	Public Services
6) Payment Review/Processing	Finance
7) Voucher/Certificate Delivery	Community Relations

# Reading Pays: Next Steps

**Completion Rate: 7.5%** (As of 6/15/2021 at 9 a.m.)

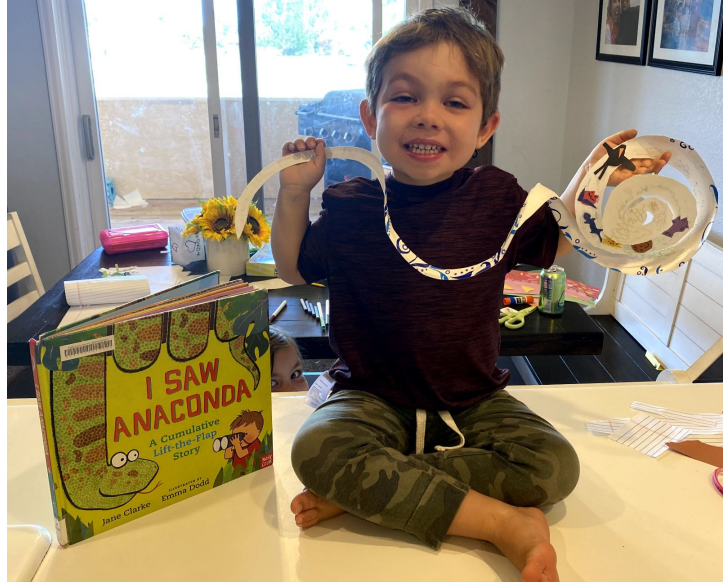
- Registration landing page and confirmation email.
- Mid-month check-in email
- Deadline check-in email
- Social media features and communication
- Personal help and communication
- Post deadline participant management

# Reading Pays: Why are we doing this?

- Increased circulation
- Increased community engagement with the library
- Great economic impact
- Financial literacy
- Help mitigate education losses due to COVID-19 interruptions in education
- Actively encouraging the joy of reading
- Promoting lifelong learning
- Presenting the library as a place to learn, grow ideas, foster an active imagination, and access information.



# Reading Pays: Why are we doing this?



“Adam loved reading / *Saw Anaconda*. He made an anaconda out of a paper plate, and he glued all of the animals on that the anaconda ate in the book. “

- Adam, (Age 4)

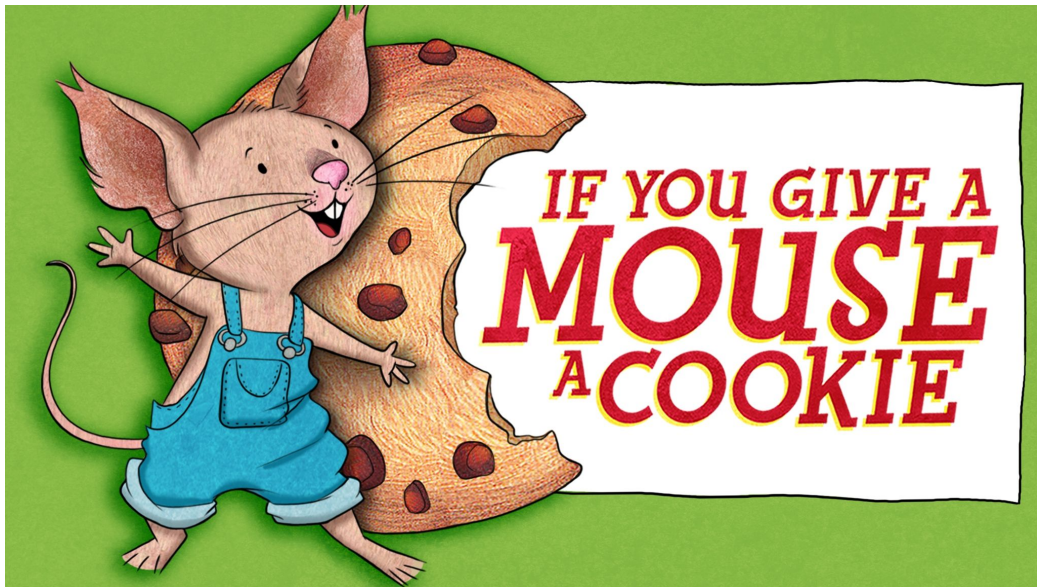


Book Title: *Eris to the Rescue*  
- Milo (Age 3)

# Reading Pays: Why are we doing this?

My son really liked *If You Give A Mouse A Cookie*. He is autistic and he is 4 ½. While reading, he said “mouse cookie.” I cried because normally he is non-verbal. He liked all the other books but really liked that one.

- William, 4 years old



# Reading Pays: Why are we doing this?



Pueblo's Million Dollar Reading Challenge: Reading Pays Submission

3 views • Jun 8, 2021

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# Reading Pays: Next Steps

- Completely fill all sections of Reading Pays
- Get completion rates as close to 100% as possible
- Successfully payout all participants
- Feature stellar/impactful submissions
- Maximize the \$1 million gift as much as possible
- Continue to make this fun for kids, parents, and the community