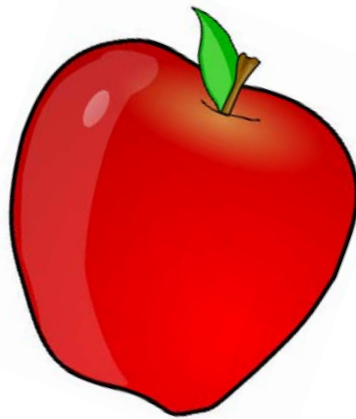


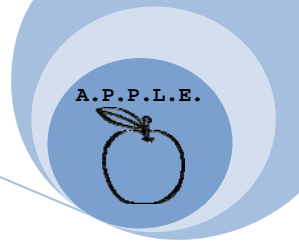
**A.P.P.L.E.**

*A Plan to Promote Literacy Everywhere*

**Resource Manual**

*By Serina Pack and Marissa Rowse*





**A.P.P.L.E.**

*Founders:*

*Marissa Rowse and Serina Pack  
High School Students from Cliff, NM*

**Welcome to A.P.P.L.E.,**

You are invited to join us on our journey to raise literacy levels in America. We want to group together with other youth and spread the passion of reading and see A.P.P.L.E. branches everywhere! Take A Book – Leave a Book works and it is a lot of fun! We hope you will “Adopt-A-Box.” Plus, we do other things, too. Take a look at what we do!

A.P.P.L.E. is an acronym, which is A Plan to Promote Literacy Everywhere. This foundation was started by us, two Sophomore high school students, in 2009. We live in rural New Mexico and have a vision to address the low literacy levels in our community, state, and country.

**A.P.P.L.E. has two primary focuses:**

- 1) Teen literacy
- 2) Children 12 and under literacy

**A.P.P.L.E. consists of several programs**

- 1) "Take a Book - Leave a Book" for Teens and Elementary Age Children
- 2) Teen Reading and Writing Clubs
- 3) Children Reading and Literacy Program -- CLIMB Program

Enjoy our Website at any time to learn more about A.P.P.L.E.. We want to know about what you do, too. So get in touch and stay in touch. We can form a team to fight low literacy levels everywhere. We want to hear your ideas and what you find works in your community. Our email is [applebookdrive@gmail.com](mailto:applebookdrive@gmail.com). We have included in this manual outlines of our programs. We hope you find it useful!

We invite you to join our mission to inspire youth to read more, because we know that a closed book is nothing more than a paperweight and an open book is an endless adventure. If we can foster a passion for reading in youth, they will read for life. Being literate is a direct link to success.

We thank you now for helping to change lives in a positive way.

Thanks,  
Serina Pack and Marissa Rowse



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## **A.P.P.L.E.**

### **OVERVIEW**

#### **Mission of A.P.P.L.E.:**

Inspire Youth to Read More

#### **Slogan:**

"A Closed Book is Nothing More than a Paper Weight  
-- An Open Book is an Endless Adventure"

#### **Goals:**

OVERALL-Create a more literate community

- 1) Motivate and encourage Teens to read more (Focus of founder: Marissa Rowse)
- 2) Motivate and encourage Children age 12 and under to read more (Focus of founder: Serina Pack)

Through these goals of motivating all ages of youth to be more literate, it is also a goal to

- 3) Encourage youth to be involved in bettering their communities through participation in youth organizations that focus on building stronger schools, communities and a country. (Organizations such as Girl/Boy Scouts, Key Club, FCCLA, BPA, FFA, 4-H, Student Government, International Order of the Rainbow for Girls, DeMolay, National Honor Society.)

#### **Objectives:**

Foster a passion for reading by youth through

- 1) Providing an opportunity for youth to exchange books through "Take A Book – Leave a Book"
- 2) Providing books of a wide-assortment that are age appropriate and exciting to youth in easy-to-access locations
- 3) Motivate and encourage teens to read to younger children through a Teen Mentoring program
- 4) Provide the resources and foundation for other youth to adopt a similar model of A.P.P.L.E., a branch of A.P.P.L.E., in their communities
- 5) To have a website that is useful in promoting literacy and the activities of A.P.P.L.E.
- 6) Developing Teen Reading and Writing clubs in different areas
- 7) Developing C.L.I.M.B. programs for elementary age children in different areas





# Adopt-A-Box

## “Take A Book- Leave A Book” Guidelines

It is our goal to encourage others to “Adopt-A-Box” and spread the passion of reading through free book exchanges like “Take A Book-Leave A Book.” For this program, we have found that it is best to have two age appropriate boxes-baskets at most locations. One box is designed with suitable teen reading material and the other box contains books for children 12 and under. We also are working on expanding our exchanges to include adult boxes. There are many ideas shared here. We hope this will help you in your book exchange.



### Overview: Teen and Children’s Book Exchange

#### Getting Started:

- **Where to get books** -- Continuously search for donations and organize a team to collect books. Books can be easily found at yard sales, donation of public collections by placing an ad on the radio or the in the newspaper can be solicited, checking with libraries and publishing companies for overstock, checking with local literacy groups for extra books or funds they may have available for similar projects. (A note about yard sales: Often if you visit the yard sale in the morning and see a lot of books, you can ask the owner that if they don’t sell the books by the end of the day, you would be happy to come back and see them donated to a literacy program. Most people will donate their books because they might have been ready to throw them away anyway.) *[An example donation request letter is included as a separate file on this CD and in Appendix I.]*

As a comment: Once the exchanges are in place, the program does very well on its own and seems to continue without much additional work for collections. However, it is always fun to expand and expand. The more books in circulation, the more effect the project will have. Remember: A closed book is nothing more than a paperweight and an open book is an endless adventure.

- Goal is to establish an exchange box, one box for each age group in at least one location and grow from there
- **Boxes should be located in public places that have easy access**
  - Libraries (School and Public)
  - Schools (Public and Private)
  - Recreation Centers, Youth Centers
  - Medical Waiting Rooms / Court Waiting Rooms



## Take A Book – Leave a Book

Information Continued

**Boxes seem to work best if they contain a minimum of 15-20 books, appropriate age**

- **Box size approximately 18 x 18 x 16** (Used boxes can be found at furniture stores, grocery stores. New boxes can be found at U-Haul as this is one of their standard sizes. Also UPS Stores and the USPS have boxes. Used boxes do work great because they can be wrapped in gift wrap paper and made to look very exciting and no one knows that they were an old box.) As a note: Some of our Teen Exchange Boxes are not actually boxes. We have been able to use baskets and they look great, too!
- **Design of boxes-baskets:** It is recommended to wrap each box in colorful paper, such as construction paper or wrapping paper. Cut out cute pictures, age appropriate, to cover your boxes or, if using a basket, use bows or colorful signs to create attention.
- **Signage:** Signs should clearly state the “Rules” of the exchange that you establish. We state clearly that this is “Easy to participate. Rules—For each book you would like to read in this box, please leave a book in its place. There are no fees or checkout required. Enjoy!” We still find that more books are taken than are replaced in particular locations, but this is okay too because that means there are more books in people’s hands and that is the goal of the project. Our signs also include information about how to contact us and how to get involved in the program. *[Examples included as a separate file on this CD and in Appendix II.]*
- Boxes should contain an assortment of books
- **Labeling books** are recommended to be labeled with "Leave a Book-Take a Book" stickers to distinguish books from library books and to spread awareness of A.P.P.L.E. and how to contact organizers
- Boxes should be monitored by an A.P.P.L.E. team member weekly or monthly as needed (Process includes updating books with labels, insuring assortment by moving books around or adding new books, checking for age-appropriateness and mending any books that may need attention. This can be done by branch organizers, volunteers or from members of the Teen Reading and Writing Club.)





## **Take A Book – Leave a Book**

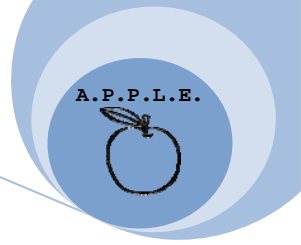
Information Continued

### **Promotion of the Exchange:** How to get the “Word Out” about Your Book Exchange

Coordinate your plan with school librarians, teachers, and library or community literacy teams and present to them your ideas. Approvals are usually needed by School Superintendents to implement in school libraries and library staff to implement into public libraries. Business owners and judges will also need to give their permission before starting a book exchange in those locations.

- **Promotional tools:** (We have found these to be very helpful in our project promotions. Here is some of what we have done.)
  - Newspapers Articles
  - Radio Public Service Announcements *[Examples included as a separate file on this CD and Appendix III.]*
  - Public Television Appearances
  - Visit classes in the schools
  - Schedule times to visit public library reading times
  - Present to others the process and get them involved-such as other youth groups and community groups like Kiwanis
  - Write letters that can be sent home to parents of school children in our school letting them know about Take a Book – Leave a Book. (Be certain to get letter approved first by school officials) *[Examples included on a separate file on this CD and Appendix IV.]*
  - At the Recreation Center, present to the after-school program, motivating kids to participate
  - Create t-shirts with APPLE information
  - Make many community appearances such as a booth at a 4th of July celebration or school sporting events

If you start a book exchange in your area, let us know! We would like to see our program expand and we will be happy to mention it on our website. [www.appleliteracy.org](http://www.appleliteracy.org)



## **C.L.I.M.B.** **Creative Literacy in Motivating Book Reading** *Serina Pack*

The overall A.P.P.L.E. literacy program is a combined effort of Serina Pack and Marissa Rowse, co-founders. Within the program, two specific age groups of youth were selected. Of these two groups, each founder focused additional efforts on their selected age group. Serina Pack focused on Children 12 and under. Thus, the C.L.I.M.B. program is the focus of Serina Pack, along with the parts of A.P.P.L.E. that target children 12 and under. This includes the Children’s Book Exchange (Take A Book – Leave A Book). Overall A.P.P.L.E. works because both age groups of children work together and complement each other.



### **Overview of CLIMB:**

**Slogan:** Reaching for your Goals by Climbing the steps for Success

This is a children's reading program under the A.P.P.L.E. organization  
C.L.I.M.B. is an acronym for Creative Literacy in Motivating Book reading  
Designed to focus on specifically encouraging children age 12 and under to read

**Moto:** Never underestimate the power of youth to change the world! Teens reading to younger children can change both of their lives!

C.L.I.M.B. involves any creative idea that motivates and encourages younger children to read. We believe if you can “hook” a child on reading at a young age, they will read for a lifetime. Reading should never be thought of as dull or unexciting. C.L.I.M.B. is interested in fostering the gift of a lifetime of reading, illustrating how exciting reading can be.

This program is still being developed. Upcoming plans include some of the following concepts. If you are involved with motivating younger children to read, contact us, we would like to hear what is working for you and we will share new components we are developing.



## **C.L.I.M.B.**

Information Continued

### **Children’s Book Exchange “Take a Book – Leave a Book”**

This is explained in detail under its corresponding section of this resource manual. This is a large part of getting children passionate about reading. They can be encouraged through presentations to classrooms and letters home to parents to bring books to the exchange box and share what they love. In turn, they can take a book from the box and read it. This way, books that are no longer being read, that are sitting in a closet or shelf, can be given new life and share their “endless adventures” with other children through a free exchange.

A classroom of particular youth, a youth school group (i.e. Key Club or Honor Society) or librarian can **adopt-a-box** and manage it, seeing to it that books be exchanged. Reward systems can be placed on the process, such as certificates, prizes, or other fun games earned to be played the next time a teen mentor can check in on the class or group that is utilizing the exchange box. (See more about incentives after this next section).

### **Teens Mentoring Younger Children with Reading**

There are many ways in which older youth can encourage younger children to read. Some examples include:

- Volunteering time to read to younger children through the public library in your community. Most libraries have toddler and younger children reading times. Approach administrators and inquire if they could use tutors or narrators to read to younger children.
- Volunteering reading to elementary classes within your school district (If you happen to attend a school campus that has a wide age group of youth, this is usually possible if you discuss with teachers and school officials. If your school grades/campuses are separate, special time may need to be asked to be taken away, so to attend the classrooms at elementary schools.
- The Teen Reading and Writing Club can invite a group of younger children to one of their meetings.
- Older teens/Boy/Girl Scouts can check with their area Boy or Girl Scout Membership and Marketing representative and determine when younger scout groups are meeting and then plan activities with them and read to them.
- Check into “After School Programs” that might be going on at the school or at other locations such as recreation center, Big Sister/Big Brother programs, YMCA, etc. Any place where younger children are doing things during a time frame that teens could volunteer their time to read. Being a role model can be incredibly inspirational to younger children.

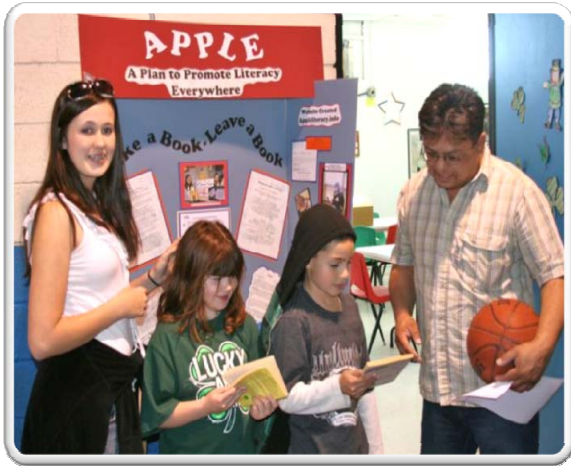


## **C.L.I.M.B.**

### Information Continued

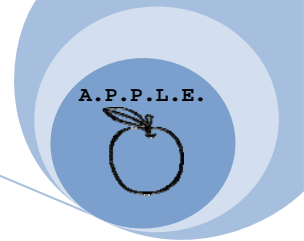
When working with younger children, here are some ideas for a teen to do with groups of younger children and also individual younger children that will help encourage reading and better reading skills:

- Come prepared to talk about the latest movies that have been made from books. Discuss the movies, then bring excerpts from the books. Illustrate how much more to all the scenes and characters can be learned from reading. Illustrate through examples how “fun” it is to know “more” of the story.
- Also, bring age appropriate books to share. Read from the books dramatic parts and ask children play along with the scenes and discuss. Make it “high energy” and motivate participation.
- If it is possible to regularly meet with a group of children, develop a reading list for the children that you let them know you want to know about what



they thought of certain books the next time you return. When you return have prizes and special treats.

- If you can bring an author with you to a presentation to younger children, have them participate in asking questions and inspiring the children to read the books by the author.
- Some children will have problems with reading because of learning disabilities. Some children will not be able to distinguish letters and numbers. There are many fun games/puzzles that can be printed from on-line sources that can be presented to the children.
- Activities such as dice games, where the dice are special dice with numbers or letters on them, can be rolled and children call out the letters or words that are formed. Oversize handmade (stuffed – material) dice can be fun. It doesn’t matter how the dice roll, because young children learn to recognize the shape, not so much what is right side up or upside down. Numerals (not dots) can also be placed on the oversized dice. The “7” will be a “7” regardless of which side it is looked at. Children learn the number and don’t rely on up or down.
- Other activities can involve bouncing balls. Adding balls and the complexity of the bouncing / juggling can help the brain to process more tasks at one time and work both sides of the brain (automaticity). This is known to help improve reading.
- Working with the Special Needs teachers at schools can be very useful because often the older youth can present the material intended for the child in need and child will respond more favorably and quickly because they will see the older youth as a motivator and role model.



## **C.L.I.M.B.**

Information Continued

### **Incentive Programs for Younger Youth:**

Incentive programs are wonderful tools to motivate. Check into different incentive reading programs in place at targeted elementary schools or after school programs. Teens may be able to assist with these programs or introduce new programs.

Example programs that may be in place or you can help introduce include:

- Pizza Hut – Book It Program

<http://www.bookitprogram.com/>

This is a program for K-6 and rewards children with incentive coupons for free pizzas. Each school has to sign up for the program. You may be able to help a school with their program or, if they do not have one, help it get organized. The website explains more.

Here is an overview from the website. It is worth including here, because it can be a tool used to motivate youth.

#### ***About Pizza Hut BOOK IT!***

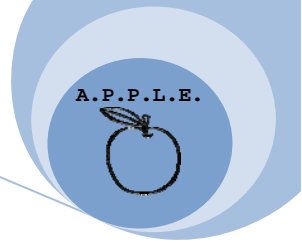
*BOOK IT! motivates children to read by rewarding their reading accomplishments with praise, recognition and pizza. BOOK IT! is simple for the teacher to use, flexible because goals match reading ability, and fun because achieving a goal is a great reason to celebrate. BOOK IT! was created in 1985 and currently reaches over 10 million students annually.*

#### ***Simple***

*BOOK IT! runs every school year from October through March. The teacher sets a reading goal for each child in the class. A tracking chart and reproducibles are included to make it that much easier. As soon as a child meets the monthly reading goal, the teacher gives him or her a Reading Award Certificate.*

#### ***Flexible***

*BOOK IT! goals are based on reading ability. Number of books, number of pages, or number of minutes – they all work. BOOK IT! can also be used with the reading curriculum or as support for comprehension or intervention programs. For children not reading independently, the goal can be set where a parent or others read to the child.*



## **C.L.I.M.B.**

Information Continued

**Create your own incentive program:** If “Book-It” is already in place or even if it is not, you may want to create your own incentive program for a younger group of children.

- “Special Treat” incentive -- approach managers of local restaurants and encourage them to donate gift certificates or coupons for treats. An example would be to approach a quick-service restaurant manager/owner and inquire about ice cream cone coupons. The manager/owner may be more than willing to donate them to promoting literacy if you show them your plan for rewarding younger children to read. It may also directly benefit the business because parents will most likely buy additional items when their child redeems the coupon. Be clear of your plan and how you plan to implement, most likely with the aid of a librarian, school counselor or teacher.
- “Special Award” incentive – develop a certificate program based on children reading a certain number of book or bringing a certain number of books to exchange. Be creative—kids love recognition. There are ways to recognize any child’s effort, no matter how small.
- “Special Outing” incentive – if working with a particular class from a school, you may be able to organize a field trip through the school as an incentive reward for accomplishing a goal or adopting/managing a box. If working with groups outside of a school setting, such as with a public library group or youth group, arrange an “incentive” day picnic, where parents and kids can be invited.

**Overall CLIMB** involves creatively finding ways to motivate younger children to read. Be creative and most importantly if you are an older teen, volunteer your time to read to a younger child. It can make such a difference. Adopt a School much like Adopt a Box!

More will be added to this manual as time progresses such as specific reading games for younger children that will improve literacy. Contact us for more information and to share what you have been able to do!





## **Teen Reading – Writing Club**

*Marissa Rowse*

The overall A.P.P.L.E. literacy program is a combined effort of Marissa Rowse and Serina Pack, co-founders. Within the program, two specific age groups of youth were selected. Of these two groups, each founder focused additional efforts on their selected age group. Marissa Rowse focused on Teens. Thus, the Teen Reading and Writing Club program became the focus of Marissa Rowse along with the parts of A.P.P.L.E. that target teens. This includes the Teen's Book Exchange (Take A Book – Leave A Book). Overall A.P.P.L.E. works because both age groups of children work together and complement each other.



### **Overview of Teen Reading-Writing Club:**

We have found that if you complement the book exchange with a Teen Reading and Writing Club, the success of the exchange will be enhanced. Plus, youth get to participate in a rewarding, fun activity that opens doors to the world! We distributed an invite letter to teens. *[This is included in Appendix V of this manual.]*

### **Getting started:**

- The first thing you'll need to find is a location. Suggestions: Talk to your librarian at the school and local libraries. They may have a meeting place for you.
- If you meet at school you'll need permission from the principle. He/She may ask that you get a club sponsor. Talk to your teachers. There are many people who most likely will be willing to help.
- Advertise your club with flyers, articles in the school paper, and personal invitation letters. Anything you can think of helps, but the best way is word-of-mouth. So talk to your friends. You may want to check with the local papers and see if can place an announcement on the community calendar. Check with your local radio station for a Public Service Announcement, known as a PSA.
- Try to have regular meetings. We find it best to meet at least once a month, but you may want to meet more often.



## **Teen Reading – Writing Club**

Information Continued

### **Meeting:**

During the first meeting you need to name your club and elect officers. Be creative with both. Instead of having a president, have a king or captain, with a scribe and court jester.

You'll need to manage your time well. Allow half the meeting or more to writing and the rest to book discussion and club business. Find out at the beginning of the meeting who has brought writing to share, and divide the time accordingly. Have the author read first, then allow a few minutes for comments.



Try to make it fun by playing music at the beginning of the meeting and playing games at the end. Be organized and follow through your plans.

### **Guest speakers:**

It is great to get professional writers and journalists to come and share their work and experience. Write to magazines and news papers to see if anyone would be willing to talk to your club. Find out if you have any published authors in your community. If so, email them and ask them to come.

If you do get a guest speaker, it's best to plan a meeting for them to just talk and save your usual meeting for next time. It is amazing how much time can pass when someone interesting talks.

### **Club Member Recognition:**

It is great to get recognition for club members. It will help your club grow in public awareness and give credit to youth activities. In our library there is a display case behind glass. We reserved two months and we display poetry and selected writings of teen members. This also gives us a chance to promote the club activities with photos and books that we are reading. A bulletin board of activities is another great way to let people know what you are doing and gain excitement about the group's activities.



## **Teen Reading – Writing Club**

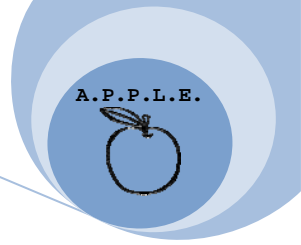
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### **Member Activities:**

- **Work with “Take a Book-Leave a Book” program**--This group is a perfect group to adopt book exchange boxes in the schools and community. A team can be assigned to each box and make sure an assortment of age appropriate books are in each box. You may have to rotate books around between boxes. Also, some donated books will need to be repaired. Each meeting night, a small portion of time can be designated for book repair and labeling. Since some public and school libraries donate books, they require that all of their name stamps be marked out.
- **Mentor to Younger Children**—It is great to establish times that club members will be present a school reading times or public library children reading times to read to younger children. To volunteer tutoring is another great activity for club members. This is a great opportunity to work with C.L.I.M.B.
- **Write Selections Based on Themes**—From meeting to meeting, you can discuss a theme for writing and then share those stories or poems at the next meeting.
- **Develop Selected Reading Lists**—Decide on common reading lists and then read the book or certain number of chapters of that book by the next meeting and then participate in open discussions of the book.

Lastly -- Keep in touch

Let us know when you start a club and keep us updated. Email us a [applebookdrive@gmail.com](mailto:applebookdrive@gmail.com)



## **Literacy Links**

Here are some links we have found important that deal with literacy. These represent resources that may be of use when addressing issues of literacy.

In Southwestern New Mexico –

Literacy Link Leamos <http://www.gilarangers.com/leamos.htm>

All About Adolescent Literacy <http://www.adlit.org/>

National Institute of Literacy <http://www.nifl.gov/>

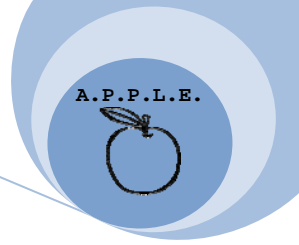
Literacy.org <http://www.literacy.org/>

### **Why A.P.P.L.E.**

#### **Literacy is a huge social concern!**

Low literacy levels in New Mexico are a real concern. We wanted to become involved in a solution because statistics illustrate the following:

- According to the National Center for Educational Statistics by State Master, New Mexico is ranked 48th in the country with its literacy level
- Only 51% of adults have better than a 4th grade reading level
- Public library visits by New Mexico residents rank the state 41st, with an average of only 3.4 visits per year as people just are not reading very much
- According to New Mexico Literacy Profile Figures for literacy levels are based on census data and results from the National Adult Literacy Survey reported in *The State of Literacy in America*, New Mexico is in a crisis concerning its literacy levels
- Statistics illustrate that 46% of New Mexicans are functionally illiterate
- It is estimated that almost 900,000 adults in New Mexico are in need of literacy services
- Statewide, 25% of adults age 21 or older lack a high school diploma or its equivalent, which is greatly believed to be contribute d to by the inability to read and lack of being able to be employed

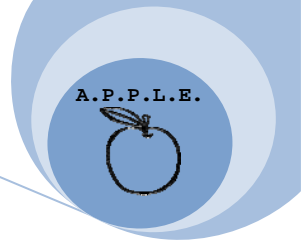


## **Literacy Scales – How Literacy is Evaluated**

- Literacy Scales -- Each literacy level is associated with a specific set of skills that are generally accepted as necessary for full participation in society. Individuals at level 1, for example, have difficulty locating simple information in a news article or applying basic math to determine the total on a sales receipt
- Within New Mexico, level 1 estimates range from a low of 5% in Los Alamos County to a high of 35% in Luna County. An in Grant County, where Cliff Schools are located, literacy levels of Grant County are estimated to be 22%
- 20% of New Mexicans age 16 and older have literacy skills at level 1, the lowest level on a scale of 1 to 5
- In terms of literacy level 2, 46% of New Mexico's population is at this level or below
- Research shows that nearly two-thirds (64%) of all jobs today require literacy skills beyond level 2, while only 12% require skills at level 1 and 24% at level 2, according to a study by the Milken Institute

There is a very serious concern in New Mexico to raise literacy levels so our communities and our state can prosper in challenging economic times. With more than 27% of New Mexico children living in poverty, it is believed that the road to a better life comes through increasing literacy levels.

This project is one small vision of how to encourage youth to read and prosper a passion for reading to hopefully raise literacy levels. Yet, with so many activities for youth to do, reading often doesn't have a priority in their lives. And with over 42% of adults and children in Grant County speaking a language other than English at home, greater support systems and motivational reading programs need to be implemented. The A.P.P.L.E. program is designed to help.



## **Exciting Youth Organizations**

As active youth in our communities, there are many youth organizations that are outstanding. These organizations help to build good moral character, leadership, citizenship and so much more. We encourage you to get involved in youth groups and spread the word about APPLE. Grow as an individual and prepare for success through membership and participation in these organizations:

Girl Scouts of America <http://www.girlscouts.org/join/>

Key Club <http://slp.kiwanis.org/KeyClub/home.aspx>

Family Community Leaders of America (FCCLA) <http://www.fcclainc.org/>

The International Order of the Rainbow for Girls (IORG)  
<http://www.gorainbow.org/home/home.taf>

4-H <http://4-h.org/>

Business Professionals of America (BPA) <http://www.bpa.org/>

Future Farmers of America (FFA) <http://www.ffa.org/>

Boy Scouts of America (BSA) <http://www.scouting.org/>

DeMolay <http://www.demolay.org/>



### **Special Thanks**

Special thanks for book donations from:  
Reserve Public Library  
Mrs. Golden – Cliff Elementary School  
Many local contributors

### **Other special thanks given to:**

Mrs. Haggerson – Cliff High School  
Silver City Public Library  
Literacy Leamos  
Silver City Recreation Center  
SkyWest Media, LLC  
Kiwanis Club of Silver City  
Desert Springs Physical Therapy  
Sabrina Pack-Girl Scout Troop #834 Leader—Project Advisor  
Sabra Humphrey-Project Advisor



### **Contact Us**

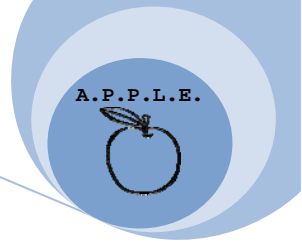
If you would like more information on APPLE or any of its functions, please feel free to contact us. If you would like to donate books, funds, volunteer or get involved in any way, we would like to hear from you.

Contact us: [AppleBookDrive@gmail.com](mailto:AppleBookDrive@gmail.com)

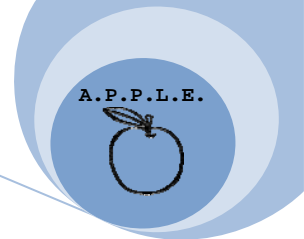
[www.appleliteracy.org](http://www.appleliteracy.org)

APPLE  
P.O. Box 5001  
Silver City, NM 88062

We would like to hear from you. If you would like to start an A.P.P.L.E. program in your school or community, send us an email [applebookdrive@gmail.com](mailto:applebookdrive@gmail.com). We want to see our program grow. Let's create a passion to read together and we will be addressing the major social concern of literacy in America!



ADDITIONAL  
RESOURCES



## **APPENDIX I: Donation Letter Example**

*[Mailing Address]*

*[Town, State Zip]*

*[Date]*

*[Business Name]*

*[Address]*

*[Town, State Zip]*

To Whom It May Concern:

Many are concerned with the growing problem of low literacy levels in the United States. This year, research shows that 4<sup>th</sup> graders in New Mexico ranked 48<sup>th</sup> in the nation in regards to their literacy level. Statistics show that 46% of New Mexicans are considered functionally illiterate. It is because of these alarming statistics, we have implemented a program to help with this problem. *[If from another state, research your state's literacy level and include facts here.]*

Let us introduce ourselves. We are *[group name and individual names, if applicable]*. We are starting a branch of program called A.P.P.L.E., which is A Plan to Promote Literacy Everywhere. We desire to start a "Take a Book-Leave a Book" program in our community. This is a free book exchange for teens and children 12 and under. This free book exchange will be available in the following locations: *[give locations such as schools, public library, recreation center, etc.]*.

To do this we need some help. We are in need of book donations and some funds to buy used and new books. Some books we intend to buy from yard sales and library book sales, but we also want to include some of the latest books in our exchange to really encourage youth to read. We also need cardboard boxes, construction paper, paper for signs, etc.

We are in hopes that *[Business Name]* would be able to donate books, some of these items mentioned above or money to assist us with our project. It would be a tremendous help to really expand our program and reach more youth.

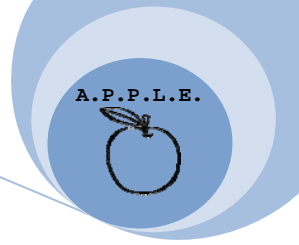
Our program is a branch of A.P.P.L.E., which was started by two high school teens who found a successful way to spread the passion of reading. To learn more about this foundation, visit us at [www.appleliteracy.org](http://www.appleliteracy.org).

We can be reached by phone *[number]* *[name]*, by email *[Name]*.

We appreciate any help you can provide.

Sincerely,

*[Name]*



## **APPENDIX II**

### **Signs for Take A Book – Leave A Book Boxes**

(It is suggested that you wrap your box in colorful paper and use clip art cutouts to decorate the boxes. These signs can then be attached to the exchange boxes explaining the rules of the exchange.)



# **A.P.P.L.E. – A Plan for Promoting Literacy Everywhere**



## ***Take a Book, Leave a Book***



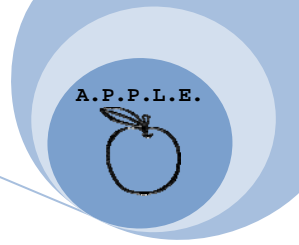
**Rules – This is simple:  
For every book you take, you have  
to leave book in its place. Help  
spread the passion of reading!**

There is no check out or due date. That is what makes this nice! Keep the book as long as you like or even forever, but you must have left a book in its place.

For more information on this Community Service project organized by \_\_\_\_\_

For book donations, please call: \_\_\_\_\_

[www.appleliteracy.org](http://www.appleliteracy.org)



# **TEEN BOX**

# **Take a Book – Leave a Book**

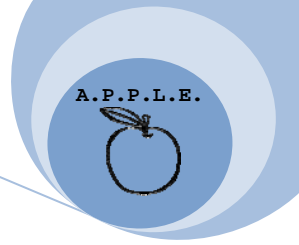
**A.P.P.L.E.**

**A Plan to Promote Literacy Everywhere  
is part of this Community Service project by:**

---

**The books are free, but for each book you take, please  
leave one in its place!**

**For book donations, please call: \_\_\_\_\_  
[www.appleliteracy.org](http://www.appleliteracy.org)**



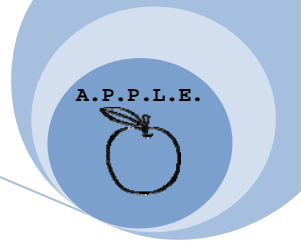
# **Children's Book Exchange Take a Book – Leave a Book**

A.P.P.L.E. – A Plan to Promote Literacy Everywhere  
is part of a Community Service project by

---

The books are free, but for each book you take, please  
leave one in its place!

For book donations, please call: \_\_\_\_\_  
[www.appleliteracy.org](http://www.appleliteracy.org)



### **Appendix III: Promoting Book Exchange on the Radio**

#### **Public Service Announcement:**

In radio there often is an opportunity to have public service announcements air about what is being done to benefit the community or to invite the public to an event. Check with your local radio station and see if they would let you produce a :30 or :60 spot to air and/or if they would allow you to submit a :15 script for the DJ" to read.

Here are some examples:

#### **:60 PSA (Recorded spot) (Example Script)**

[Kid] Mom, I am bored. There is nothing on T.V.

[Mom] Well, go read a book.

[Kid] Well, I have read all my books and you won't give me any money for a new one.

[Mom] Why don't you go exchange your books at "Take a Book-Leave a Book."

[Kid] Don't you mean "Take a Penny-Leave a Penny." I think you are going senile.

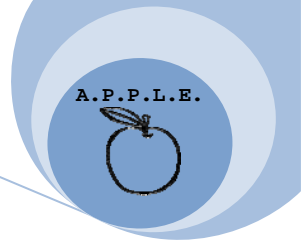
[Mom] No, it is a new program APPLE is putting on. It is a book exchange that you can take your old books and get new books, that way you can quit pestering me. They have an exchange set up (\_\_\_\_\_ location). There is no check out or money involved. I also heard they were starting a Teen Reading and Writing Club.

[Kid] Wow, I can't wait to see what books they have.

*Silence...*

[Kid] Mom.... Can I have a ride?

[Speaker] "Take a Book-Leave a Book" has been organized in our community by (\_\_\_\_\_ organization or name). For more information on the book exchange, to make donations or to learn more about the Teen Reading and Writing Club call (\_\_\_\_\_ number). To learn more about the overall APPLE organization and find out ways to help, check out [www.appleliteracy.org](http://www.appleliteracy.org). APPLE is a Plan to Promote Literacy Everywhere organized by two high school students wanting to deal with the low literacy levels in our country.



**:30 PSA (Recorded spot) Example Script**

[Kid] Mom, I am bored. There is nothing on T.V.

[Mom] Well, go read a book.

[Kid] Well, I have read all my books and you won't give me any money for a new one.

[Mom] Why don't you go exchange your books at "Take a Book-Leave a Book."

[Kid] Don't you mean "Take a Penny-Leave a Penny." I think you are going senile.

[Mom] No, it is a new program APPLE is putting on. It is a book exchange that you can take your old books and get new books. They have an exchange set up

(\_\_\_\_\_ location).

[Kid] Wow, I can't wait to see what books they have.

[Speaker] "Take a Book-Leave a Book" has been organized in our community by

(\_\_\_\_\_ organization or name). For more information call

(\_\_\_\_\_ number). To learn more about APPLE – A Plan to Promote Literacy

Everywhere, [www.appleliteracy.org](http://www.appleliteracy.org).

**:15 PSA (Live Read by DJ)**

The (\_\_\_\_\_ group) is announcing that Take a Book-Leave a Book program

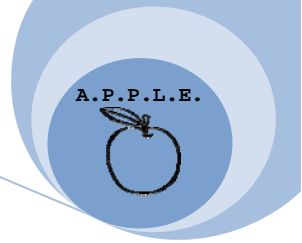
is now here in our community. So if you have books at home that you no longer read or

want, participate in this free exchange in these locations (\_\_\_\_\_ list locations). If

you would like to donate books to this program, please contact

(\_\_\_\_\_ name and number). Take A Book-Leave a Book program is part of

A.P.P.L.E., A Plan to Promote Literacy Everywhere, and encourages youth to read more.



**Appendix IV: Model Information Parent Letter**

**Example letter home to parents, if program is being implemented in the school.**

Dear Parents/Guardians,

Hi! We are (\_\_\_\_\_ name of group or individuals). We are starting a free book exchange program, “Take a Book – Leave a Book” in (\_\_\_\_\_ location).

We want to introduce this program to you. It includes an exchange box for books age-appropriate for your child, that he or she may exchange their old books for books new to them. There are no check out policies, return policies, late fees, no hassles. It is an honor system that for every book they take to read, they leave a book in its place. This way books will be shared throughout the community.

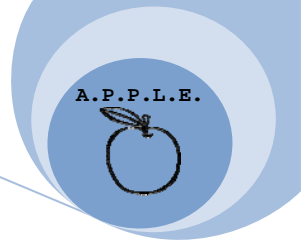
The purpose of this project is to spread the passion of reading and make it a less expensive pastime. This is a continuation of A.P.P.L.E., which is a foundation formed by two high school students. A.P.P.L.E. is an acronym for A Plan to Promote Literacy Everywhere and is focused on raising the literacy levels of youth in our country. Spreading the joy of reading through free book exchanges is one aspect of the program. To learn more about the overall program [www.appleliteracy.org](http://www.appleliteracy.org).

We are proud to have a Branch of A.P.P.L.E. in our community. Donations of books or money are appreciated and encouraged so we can make this all we can in our community. Funds raised will go to purchase new books for the exchange. For more information please contact (\_\_\_\_\_ local contact).

It is our hope you will let your child participate in this fun, free book exchange. Together we can improve literacy in our community.

Sincerely,

(Name)



## **Appendix V: Teen Invitation to Teen Reading and Writing Club**

*Example Invitation to Teens – This is our letter for our club. Feel free to design your own or use this as a model. This can be distributed to schools, but be sure to get approval before you send out.*

To an Awesome Teen,

This is **your personal invitation** to **join** the “Knights of the Random Table” – A Teen Reading and Writing Club for Grant County Teens

We welcome you to our world--a world of adventure, of danger, of romance, of beauty and sometimes of madness! It is a world of our creation.

We are the young authors and poets of Silver City, New Mexico. We offer a setting in which you can share your work with your peers that will try to be helpful and honest. We hope to become better writers through this club. Also to better ourselves as writers, we read, and discuss what we have read.

Through this, we hope to be inspired and learn more about the world of writing. This is not to mention that reading is so much fun!

Feel free to come, even if you don't write. You can be a critic and may even be inspired to start writing. So in short, we're a writers/book club for teens, and we'd love for you to join us. We meet every third Saturday of the month at the Silver City Library at eleven o'clock. Just bring ideas and your writing.

I will post new reading lists and activities on this page as our activities grow. We even have an officer team. Some of our members help with reading to younger children. It is a lot of fun!

Reigning Queen of the Knights,  
Marissa Rowse

If you don't live in Grant County, New Mexico, maybe you can start your own club where you live. Send me an email and I will be glad to help you get one started.  
AppleBookDrive@gmail.com.