

GREAT MEMBERSHIP IDEAS (shared by councils from previous Leadership Retreats)

Libations/Social Events/Social Media

- Wine your way through a good book with a Reading Raffle, Raffle off Anderson's gift card
- "Read Between the Wines"
- Bar Book Bingo- Hosting an event at a local bar where we play bingo with book options as squares. Winners receive free books.
- Book and Wine Tasting, March Madness event
- Social Events at the start of the year centered around book talks.
- We have done some social type activities, such as "Taco-bout books", a book study, fall conference and more
- This year we are going to bookend our year with great member events. In the fall, we are going to do a membership drive in conjunction with the Bored Teachers Comedy Tour at BCPA. We will have a table with information, membership forms, and a chance to participate in our February Book Drive. (We love books!) In the spring, we will have a wine-a-read event at a local wine bar. A librarian will come and book talk beach reads for the summer, there will be a recap of our year as a council and membership forms.
- Meet and Greet at Barnes and Noble.
- We have not tried it, but other people have, and so we wanted to put it out there. I guess TikTok has a separate forum just for educators. Teachers do quick videos with music that are easy to edit and post. PD at your fingertips- engaging and fun. Like a live Pinterest!
- ● We have hosted a wine, dine, and collaborate event as well as raffling off membership and books ● Taco'bout Books
- ● March Book Madness
- TikTok soon!
- We would like to try a "Reading is Sweet" cookie decorating class as a membership meeting. Members would pay for supplies to learn how to decorate literacy-themed cookies with a local baker.
- We would like to host another wine, dine, and collaborate event, but we are also going to reach out to the local universities to promote joining IRC and our local council.
- Book and Wine Tasting - We've done this event before, but we want to try it with a local bookstore and wine bar. We will present book talks for K-12 books and have the titles ready to purchase in the bookstore. The wine bar will provide wine and appetizers.
- Electronic Newsletter (Smore account)

Freebies/Discounts/Contests

- Send a member survival kit after school starts using ideas shared last year by another council
- Sign up before our first event at a discounted rate of \$10 off!
- Free events for members
- Offering discounted memberships as a drawing, reaching out to new teachers at their orientation, setting up a table at back-to-school orientations
- We tried to offer a discounted membership rate for a member who referred a member
- Last year we hosted a new teacher membership drive and held a drawing for 2 free memberships from those who joined at the District 205 new teacher training.
- Offering contests for those who want to try and win a membership.,
- Free t-shirts to new members and free PD.
- We have tried doing events and giveaways but have not seen increased membership from it. We have done better with phone calls and postcards for retention. A personal invitation has been our best method of gaining new members
- RC/WSRC and a \$5 off code for a future PD, so they can attend and see what we are all about! ● "Rockin' Through the Pages"" pre-conference pep rally! Building excitement and enthusiasm using highlights of conference speakers and sessions to attend. Come snack and enjoy a preview of what's to come at the annual IRC conference. Musical conference theme tie-ins.
- Membership Kits
- We are going to put little goodie bags with items and a message together to help show our appreciation for their membership, as well as give them a referral card that hopefully, they will pass on to someone who would benefit from membership in the IRC/WSRC. Our membership kit would include the following:
- SIRC will be raffling conference registration fees for one lucky attendee! "

PD Focus

- Professional Development Roundtable - Special topics discussion
- We are planning "A Book Look" Event where everyone on the Leadership Board will present their favorite reference titles for a specific literacy topic, each on a different, and then we are inviting anyone attending to bring a book to share with the group. We hope that by learning what is interesting to each other, we will gain resource ideas to support each other's learning. Additionally, at the end, we will ask each member to fill out an exit ticket with what topic they would like a spring session to focus on and enter that into our raffle. Our raffle prizes will be a free membership for non-members and a goodie basket for current members. Additionally, every person new to WSRC events that any current member

brings, they will earn an additional raffle entry.

- We had a two-part Science of Reading event and we conducted part 1 online and part 2 in person. This two-part, hybrid series allowed for people to attend from the comfort of their home, and then attend in person. We also incentivized attendees to sign by for both at once at a discounted rate.
- We love the idea of encouraging the administration to know and understand IRC and FVRC and all we have to offer as organizations. That said, we will give an IRC membership to about 10 superintendents within our council area. With the membership, we will include a letter explaining IRC, FVRC, and the benefits of membership.
- Day of Reading, Researcher/ Practitioner presentations, Book Talks, Literacy Grants
- Why Should I Become and IRC Member Presentation
- EdCamp
- Book clubs in the past have been successful.
- Our yearly book talks are well attended even remotely.
- We have surveyed attendees of previous professional development opportunities and asked them what topics/types of P.D. they would like to have that we could offer in the future and have then done our best to secure P.D. in these areas.
- Having Gerry Brooks or another big-name presenter.
- Hosting Pint Size Digital Professional Development on our private Facebook page. The Facebook page is for members only, but members and non-members will have an opportunity to join the group through their membership.
- The main survey feedback we have received from attendees is that they would like P.D. more geared toward their grade level or grade level band. For example, this presenter was excellent, but it was more geared toward older students and I teach younger elementary. Therefore, we are attempting to make our presentations, or portions of them, more grade-level specific. This allowed attendees more immediately applicable strategies and will also allow time for more discussion/networking among colleagues in more similar positions.
- We are having Dr. Rasinski present in September. It will be done virtually.
- Be more intentional about who we support, and try to support more literacy and professional development opportunities for teachers and students.

Higher Ed/Outreach:

- We plan to partner with two college of education instructors at our local university (with whom we've established a relationship) to introduce IRC as a professional resource for undergraduate students. The goal is to advocate the benefits of joining our organization and the many ways it can support instruction for Language arts educators as well as all content areas. We will request to attend a class in the Elementary, Middle school and Special Education cohorts for undergraduate students. A presentation

will be given showcasing all the wonderful benefits of IRC and encourage students to join. Many undergraduate students spending their field placements in our district are sharing their interviews and hiring employers are assigning RtI literacy instruction regardless of their content area. A MS social studies undergraduate specifically expressed concern not having training in this area. Our organization can be an influential resource such as the newsletters and webinar Wednesday to help all teachers grow in literacy practice.

- This year we are teaming up with Dr. David Paige, NIU and his team, including Mary Gardner to do a fall presentation on Text sets. Our focus will be on grades 3-5. We are asking that current NIRC members bring a guest/new member. If they bring a guest they will get in for free. We will again offer great book giveaways and door prizes. We this event in a local place and provide food and beverages.
- "Step On Up To A Student Membership"
- What we found successful is supporting new outreach programs to support and foster literacy ● "Bring A Friend" to an event
- We purchased bagged snacks and gave them to professors at the local colleges with membership forms. Because of COVID, we couldn't speak to the classes so the professor was given an "ad" to read about the benefits of joining IRC/BHRC which was read to the students. We got 4 new members after they graduated!
- The same approach but try to visit in person to give our spiel as well as add another university. This wasn't possible to make contact with this school's ed major professors last year.
- Our idea for this year is sponsored memberships. The big idea is to reach out to local organizations that support education (primarily churches) and ask them to be membership sponsors for 1-2 memberships. Then we will ask local administrators to offer/award those memberships to a staff member. We'd like to do this in each of the local school districts (3 in our county) by contacting local churches in each area.

WSRC Membership Tool Kit:

- Paper clip; To help hold things together
- Bookmark: Reminder to take time to read
- Rubber band: Reminder to be flexible
- WSRC pencil that represents something like "leaving tracks of... or making a mark on...or something clever related to writing and literacy
- Mini Lotion: For when things get a little rough
- Chewing Gum: To help you stick to it!
- Mini hand sanitizer: To share the good, not the germs!
- A puzzle piece: To see each child as unique and essential
- Eraser: To remind you to learn from your mistakes
- Happy face: To remind you to smile; it's contagious!
- Band-Aid: For healing arts

- We will also put in a coupon/card that the member can pass to a friend. This card will give information about

Events Design Brainstorming from 2023 Membership breakouts

- Wine/book talks, with and without PD hours.
 - Food, wine, book talks, painting, etc.
 - Casual atmosphere
 - Provide breaks to encourage people to move around
 - Local art teacher collaborated with council-came up with literacy topic, gave PD hours to the teacher for presenting. Integrated grade levels
 - Instead of charging: bring a friend
 - Begin with slide show benefits of membership at start of event-(share slide w/IRC)
- Discussion on how professional organizations are not counted as much as they used to be for evaluations.
- Starved Rock event with grade school and Anderson's-held at Grand Bear.
- Dinner event (Jan/Feb) local venue (Central Illinois council) with someone from speakers bureau.
 - Buffet menu-payment collected upfront with registration
 - Event brite, square, council paypal?, check with council bank for options.
- March madness event-how to use in the classroom held at a pub.
- Invite author-consider collaboration with ROE or building levels
 - How can we find different paths for cost (building, PTO's, Councils, etc)
- Struggle with times to offer events
- Advertisement/marketing:
 - One post card a year with all events for the year
 - Send to ROE
 - Can teachers send through ROE or school?
 - Social Media
 - New membership-building challenge