



BabyRead New Family In-Person Reading Incentive Program

Incentive Program Objective:

Provide a tangible incentive that encourages new BabyRead families to meet with their assigned reader and establish an in-person reading routine. Experience has shown that when a meeting routine is established early on between the family and their assigned reader, the new family is more likely to be committed to BabyRead and the importance of reading every day to their baby.

How the Incentive Program Works:

New families who meet with their reader in person three times in the first two months receive a \$40 Ingles gift card. The card can be used for food, gas or at the pharmacy. This incentive is only applicable to families who read in person.

What Volunteer Readers Must Do:

- Explain to your new family the requirements to qualify for the incentive: three in person reading sessions within the first two months.
- Complete the in-person reading sessions with your new family and record the dates of those meetings. Use your judgment if unusual circumstances prevented the three reading sessions in exactly two months (e.g., reader or family sickness).
- After the three in-person sessions OR after multiple attempts to schedule three reading sessions, assess the family's likelihood to continue with the BabyRead Family Reading Program. Consider the following and discuss with Carol Engle (912 577 0222 cengle640@gmail.com)
 - Is the family responsive in your attempts to contact them?
 - Has the family been actively participating? Do they seem committed?
 - Does it appear the family is reading at home to their baby? Can you determine if have many books in their house?
 - Does the family think the BabyRead Family Reading Program is a good fit for their family?
 - Do you think the family will continue with BabyRead? Or do they appear not interested in continuing?
- Notify Marriann Cole (marrianncole@gmail.com or 630 564 5573) that they have met the criteria for the new family incentive. Provide the dates of the three in-person reading sessions. Marriann will then put a \$40 gift card in the mail to you so you can present it to your family.
- Discuss the on-going, monthly Reading Incentive Program with your family; provide them a refrigerator magnet with instructions to check each day that they read to their baby. Refer to the BabyRead Monthly Reading Incentive Program document for details.
- So that we can continuously improve our programs, please provide feedback about this incentive program and its impacts – either when you prepare your reading report or talk with Marriann.