



















Incentives and Recognition Ideas

Use the following ideas to create your chapter's *RACE Into Reading* recognition planning. Recognition can be for all involved in the project – elementary and high school students, teachers and staff, parents, and other volunteers.

-  Encourage use of the RACE cards and stickers as real-time rewards for reading a book in each of the six career paths. Possibly offer additional incentives for individual or classroom participation.
-  Use the pencils, bookmarks and lapel pins in the toolkit (if available) as participation incentives.
-  Use the t-shirt template to make simple iron-on transfers. Get t-shirts donated or have students bring in a plain t-shirt to use.
-  Supply jars and marbles (or another race car themed item) for each elementary classroom. With each career-focused book read, put a marble in the jar. When the jar is full, the class gets a prize from the CTSO.
-  Give school store credit for each career-focused book that is read.
-  Have drawings for high school students that participate (free fill-up at the gas station, free food coupon, etc.)
-  Ask to present *RACE Into Reading* Certificates as part of the end-of-the-year school assembly.
-  Send public service announcements and press releases to local media asking them to cover a unique project or event.
-  Establish a *RACE Into Reading* Hall of Fame.
-  Throw an end of the year *RACE Into Reading* party
-  Recognize Reading Buddies during halftime at a home sporting event
-  Ask to be placed on the agenda for an elementary teacher's staff meeting to encourage *RACE Into Reading* participation
-  Provide a special thank you to the elementary teachers who participate in the project. Wash their car, bring them lunch, give them a gift certificate, etc.
-  Partner with a local race track to donate tickets or race car driver visits.
-  Arrange a field trip to a race track for participants or top readers.
-  Set a silly reward! If a set number of books are read, then do something silly!

RACE Into Reading – Reading About Career Experiences - a project through Missouri Career Education

