

Common Proposal Ingredients

- Topic
- Title
- Categories/Strands/Classification
- Short description
- Longer description
- Rationale or Relevance
- Takeaway items (attendees will get/leave with)
- Participants (Names, contact info, bio, headshot)
- Format (keynote, roundtable, panel, workshop, poster board)

Key: What's in it for THEM? Let an organization or festival coordinator see the value in what you're presenting, and know that it's a good fit for that particular event's audience.

Strategies

- "Double-dip" - do more than one event whenever you're in a particular city or location
- "Network" - meet other authors and educators, stay in touch, propose to do panels together
- "Do Your Homework" - Follow the rules of submitting a proposal, target carefully and research
- "Be the Early Bird" - Submit well before the deadline!
- "Cast a Wide Net" - you're not likely to get accepted for everything you apply for
- "Ask for a Boost" - Inform your publisher(s) of your key events. They want to support you!
- "Let them Come" - let your website do a lot of the reaching out for you!
- "Fill the Gaps" - invite a range of panelists or experiences, or diff. perspectives on one topic

Types of Events to Propose a Presentation

Teacher or Educator Conventions, Conferences, Camps - NCSS, NSTA, NCTE, Nerd Camp
Librarian Conferences - ALA, State Library Association (e.g. OASL, TXLA)
Literacy/Reading Conferences - ILA (formerly IRA)
Book Festivals - local, national, international (e.g. Harlem Book Festival, YAIIWest)
Expos and Cons - Book Expo America, BookCon, ComiCon
Writing Workshops - SCBWI, Highlights Foundation, Webinars (e.g. WriteOnCon)
Industry or interest-specific events / museums - what subject/topic is your book about?

School Author Visit Tips

1. Sign a contract, even if you're doing it for free (maybe especially if you're doing it free!).
2. List author visit on own website, ask school/org. to put it on calendar and/or website.
3. Ask school to send notes to parents about the visit w/an invitation to purchase books.
4. Send a display posters in advance of the visit that the school can hang up or send home.
5. Have author pic, bio, teacher resources and preparatory activity suggestions for them.
6. Ask for a detailed itinerary with age and size of each audience.
7. Contact local media outlets to cover event. Ask them to reach out/invite public if applicable.
8. Go over technology needs and always request a microphone.
9. Make sure lunch/meal dietary preferences are known to the school staff in advance.
10. Assign someone on-site to take photographs (& ask about media release forms!)
11. Make sure you receive your payment on the day of. Speak up!
12. Get really excited and share that excitement. Learn something about THEIR school and incorporate some of that into your presentation, no matter how small.
13. Post-visit photos and write-ups should be shared. Thank the organizers/teachers/students!

ACTUAL PROPOSAL SAMPLE

provided by Miranda Paul, author

Program Proposal General - NCTE 2015

[Note: Names and contact info for 8 discussion leaders were entered - several had a teaching background - and we had a handout we later created]

Title: "We Need Diverse Books: Classroom Strategies and Tools for K-12 Teachers"

Session Format: Roundtables

Topic of Emphasis: Advocacy

Reviewer Level of Interest: General

Audience Level of Interest: General

- **Elementary / Middle / Secondary**
- **Teacher Education**
- **Strands LGBT**
- **Rainbow**

Program Proposal Description

The 2010 Census data showed staggering numbers and increases in non-majority children, yet children's literature as an industry in terms of protagonists and authors does not reflect these diverse experiences adequately. How can teachers find culturally authentic, yet engaging titles that will reach today's students? How can they incorporate these titles into curriculum? What are strategies they can use to "sell" diverse books to administrators, parents, and students? In this roundtable discussion, educators and WNDB Team members will share recommendation lists of exemplary diverse books that engage learners and easily fit into curriculum ranging from preK-12th grades (Different age levels/focus groups at each table). Their pick lists will demonstrate the positive learning outcomes of exposing children to diverse stories and links to Common Core standards or lesson plan and extension activity ideas for certain titles. Additionally, team members will field questions about the popular We Need Diverse Books campaign and how teachers and students can become active in the movement. Attendees will walk away with strategies for "selling" diverse books to administrators, kids and parents. Attendees will also receive an educational kit developed by WNDB and School Library Journal. Roundtable discussion leaders will each individualize their lists and resources to specific grade levels, topic, or category including (but not limited to): picture books and early readers, chapter books and middle grade, graphic novels and YA literature that represents cultural and ethnic minority experiences, LGBTQTIA+ experiences, and experiences with physical and mental disabilities.

Annotation

The research confirms that We Need Diverse Books, but how will those books reach the classroom? In this roundtable discussion, led by members of the WNDB organization, educators will discover books that engage students and align with learning outcomes as well as easy strategies for incorporating diversity into everyday lessons.

SCHOOL VISITS

with miranda paul



Now booking Fall 2017 through Jan 2019
Award-winning children's author Miranda Paul has visited more than 75 schools and libraries since her 2015 debut *One Plastic Bag* sparked recycling activities and environmental awareness in tens of thousands of readers across the globe. Characterized as "high-energy, entertaining, and inspiring," Miranda Paul's school and library presentations engage students and tie in seamlessly to age-appropriate curricular topics.

In addition to her creative nonfiction books *Water is Water* and *Whose Hands Are These?* Miranda's updated 2017-2018 presentations incorporate her newest fiction titles as well, to give kids a diverse sense of wordplay, wonder, and possibility.

To reserve a date or inquire about custom programming, please email Lee Rawlings at WisconsinAuthorsBooking@gmail.com

www.mirandapaul.com/school-visits

BOOKS

DOWNLOAD FULL DESCRIPTIONS, AUTHOR BIOS, COVER IMAGES, AND AWARD LISTS AT [HTTP://MIRANDAPAUL.COM/PRESS-KIT/](http://MIRANDAPAUL.COM/PRESS-KIT/)



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|--|---|---|--|--|
| <p>Trainbots</p> <p>A group of industrious robots making a special delivery are derailed by a band of evil bots in this action-filled picture book.
Illustrator: Shane McG
ISBN-13: 978-1499801675
Target Ages: 3-8</p> | <p>10 Little Ninjas</p> <p>A "sensei-tional" bedtime book about not-so-sleepy children who sneak, creep, and tumble their way out of bed.
Illustrator: Nate Wrapp
ISBN-13: 978-0553534979
Target Ages: 2-7</p> | <p>One Plastic Bag</p> <p>The story of five Gambian women who sparked a movement to restore beauty to their village and increase their economic capacity.
Illustrator: Elizabeth Zunon
ISBN-13: 978-1467716086
Target Ages: 6-12</p> | <p>Water is Water</p> <p>This poetic story follows two siblings—and all the water around them—through a year's worth of movements and changes. Includes facts.
Illustrator: Jason Chin
ISBN-13: 978-1596439849
Target Ages: 3-9</p> | <p>Whose Hands Are These?</p> <p>A rhymed guessing-game book that introduces and celebrates a diverse range of community occupations.
Illustrator: Luciana Powell
ISBN-13: 978-1467732145
Target Ages: 5-10</p> |
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COMING IN 2017



Blobfish Throws a Party
A lonely blobfish tries to improve his situation by throwing a party, but his invitation is misheard time and again. Will he ever get the lights, friends, and delicious treats he's after?
Illustrator: Maggie Caton
ISBN-13: 978-1499804225
Target Ages: 4-8
Releases: May 2, 2017



The Great Pasta Escape
illus. by Javier Joaquin
August 29, 2017



Are We Pears Yet?
illus. by Carin Berger
September 19, 2017

Dear Educators,

As a former teacher (who integrated CCSS into her own classrooms in 2012), I understand that many of you are working to meet certain standards. I also understand the frustration teachers can feel when assemblies, guest speakers, or special events interrupt instruction. That's why I've designed my programs to be a hybrid of skill and content investigations that easily tie-in with calendar-year themes and literacy standards. *But, shhhhh.* Don't tell the kids how much learning they'll be doing!

With more than 100 digital and print stories to show, and experience teaching every grade from PreK-12, I'm a flexible presenter. I've taught high school English and summer writing workshops for middle schoolers, worked for Johns Hopkins University's Center for Talented Youth camps, and held lectures for college students training to become teachers. I am happy to present to large or small groups, and can adjust the content of my presentation for younger or older audiences. If you are interested in a particular topic, I am happy to tailor a presentation to meet the request.

When you hire me for a full day visit, I am yours for the day and you are welcome to form a schedule that works for you. I can speak to any group size. The ultimate goal is that my visit is a fun extension of learning, not a distraction or loss of instructional time. I'm on your side!

Whether or not I'm able to visit your classroom, I've taken time to compile resources that correspond with my books. You can find them at mirandapaul.com/for-teachers/. Thank you for the opportunity to share my love of science, reading, and writing with your students.

Regards,

Miranda Paul



PRESENTATIONS



"What does a writer do?"

Walk through a day, week, month, and year in a writer's life! Miranda will show many of samples of the different kinds of writing she has published, from newspaper articles to picture books and even game puzzles for the iPad. This eye-opening presentation allows students to discover many possibilities for careers in writing and how writers use math, science, and other things their teachers taught them in order to be successful. Miranda also opens up about the hard work of revising and persevering through rejections. With a special dancing activity and Q+A, this presentation usually lasts 1 hour. Suitable for grades 1-8 (presentation shortened to 30 min. for PreK/K).



"Fiction vs. Nonfiction"

Students always ask, "Which of your books is your favorite?" Miranda has never been able to answer this question. So...it's your turn! As Miranda shows the research and revision process behind each book—revealing the differences (and similarities) between the processes of writing fiction and nonfiction—students will get to form and voice their own opinion on which book should claim the top prize. This game-show style presentation is suitable for students in grades 1-8 and lasts 1 hour. Teachers should prepare in advance by having students read Miranda's books, creating blank ballots, and having a volunteer ready to tally the votes on the day of the visit.

Other Topics:

- Writing or poetry workshops
- Publishing a book: start to finish
- Teacher education/development
- Gambian life and culture
- Diversity in children's literature
- Authors for Earth Day

Custom Programs/Keynotes Available

Testimonials

What Kids Are Saying About Miranda Paul:

"Thank you for inspiring me to be a writer. Writing Rocks!!! You Rock!!!!" —Rylie, Grade 2

"It was very fascinating to see a variety of different styles of writing, not just one book. The tips you gave us about writing were extremely helpful." —Amanda, Grade 4

"I thank you for helping my friend and I out by telling us about how most authors get rejected. We are now a lot more determined." —Emma, Grade 5

"I wish you can stay for a longer time!" —Jake, Grade 3

What Adults Are Saying About Miranda Paul:

"My students were completely enthralled with Miranda Paul's presentation. She held them spellbound with her enthusiasm and sharing of the variety of writing outlets that are available to them as writers. I heard multiple comments from students who were anxious to start on their own writing careers, and it wasn't uncommon to have several students say, 'I can't wait to start writing!' She was fun to listen to and obviously loves what she does." —Joan Gilbert, Valley View Elementary School, WI

"[Miranda has] a talent for engaging people's attention and interest...They have a much broader understanding and respect for a place they've never been and people they've never met, thanks to [her] stories and inspiring words." —Debbie Gilligan, Chesapeake Public Charter School, MD

"She is well organized and generous with her time—a great catch for any writer's event." —Sue Peters, Co-Regional Advisor, SCBWI-MD/DE/WV



FEES & OPTIONS

If I could, I'd visit every school in the world for free. In order to make my presentations memorable, engaging, and inspiring, I pour a generous amount of time and resources into creating and delivering them. That said, I've done my best to keep my rates affordable. I understand the burden that schools and libraries face when it comes to budgets. I respect and admire all who work with kids and books, and appreciate the mutual respect for my profession.

FREE - Skype Visit (10 minutes of Q&A - class should be prepared/have read books in advance)

FREE - Simple reading/signing at a local bookstore, when I'm already in the area

\$350 - single large-group presentation plus questions, signing, or social

\$450 - half-day (up to three hours / two large-group presentations or three smaller presentations)

\$750 - full-day (up to six hours / three large-group presentations or five smaller presentations)

**Rates are based on presentations being in the same building/location, and do not include travel costs. Please feel free to contact me with special requests/custom program ideas—I am happy to work with you. Multi-day visits or artist/author-in-residence programs eligible for discounted rates. See contact info below.*

IDEAS FOR FUNDING A VISIT

1. Apply for an Amber Brown Grant (Nov. 1 - April 15) for a chance to win a free author visit + \$500
2. Check Miranda's event calendar at www.mirandapaul.com/events and book her when she's already in your area to save on travel costs
3. Share travel costs with other schools, libraries, or daycares in your district and book multiple events in the same day/week for discounted daily rates
4. Raise funds through book sales - schools will get a significant discount when ordering through Miranda's publishers and Miranda will sign/personalize each book for your students
5. Ask the Parent/Teacher Association or other special interest club/fund for assistance
6. Apply for a community or educational grant from local organizations (Rotary, Kiwanis, Optimists, etc.)
7. Book an Authors For Earth Day event with Miranda, and she'll donate 50-100% to a charity chosen by your student body
8. Choose a low-cost (or no-cost) Skype visit

READY TO BOOK?

Dates are secured through filling out the booking form at the end of this packet, or by sending your organization's standard speaker contract. Email Lee Rawlings at WisconsinAuthorsBooking@gmail.com if you have questions / would like more info before completing the form. **No date is confirmed until a signed booking form has been received.**

VISITING AUTHOR CONTRACT / BOOKING FORM

Please email Lee Rawlings at wisconsinauthorsbooking@gmail.com to work out customized details, ask questions, set honorarium and/or travel amounts, and pre-book your date(s). **To confirm the visit, complete and scan/email this form to wisconsinauthorsbooking@gmail.com eight weeks or more before the visit, or mail to: Miranda Paul, 602 Zelas Drive, Green Bay, WI 54311.**

This letter of (date) _____ is to confirm Miranda Paul's visit to (location) _____ on _____/_____/_____ at a fee of \$ _____. (see Fees & Options)

Please list the event description details, intended audience/age description, number of presentations, travel arrangements (if applicable) and other details/expectations of the presentation here (or attach schedule):

By signing this contract, the school or hosting organization agrees to:

1. List the author visit on the school/organization calendar and/or website.
2. Send a note to parents/members about the upcoming visit with an invitation to purchase books (discuss the process with the author and/or local bookseller partner - more info will be given after booking).
3. Display posters in advance of the visit (you can make your own or ask us to email you a custom one).
4. Prime the students/teachers/attendees for the visit by sharing Miranda's biographical information with them, discussing the books/stories in class, preparing possible questions for her, considering related art and writing projects and/or suggesting that students and teachers visit mirandapaul.com or www.oneplasticbag.com.
5. E-mail WisconsinAuthorsBooking@gmail.com or mirandapaulbooks@gmail.com a proposed schedule/itinerary for the visit as soon as possible.
6. Contact any local media outlets that may want to cover the event. Invite the public if you plan to have an evening event for adults or local families. (We can provide a press release template for you, please ask.)
7. Provide speaker with a projector and screen for PowerPoint or Keynote presentation and a handheld microphone if there is an assembly or large room.
8. Provide a lunch/meal for any half- or full-day visit. Miranda is happy to eat school lunch or dine w/ faculty.
9. Help on the day of the visit by being vigilant about the students' behavior during presentations.
10. Assign someone attending to take photographs and provide media releases if asked.
11. Pay the agreed upon total fee (above) on the day of the visit, as well as travel expenses (if applicable).
12. Get really excited and share that excitement with your students or members!

If weather or illness causes a cancellation, the visit will be rescheduled as soon as it is most convenient for both parties. If the visit has to be canceled by the school for any reason other than weather, the school will pay for any lost travel expenses and will pay one-third of the fee if the visit cannot be rescheduled within a year. Miranda will gladly give a refund in the case that she is the party who has to cancel and is not able to reschedule.

Contact's name: _____ Contact's phone # _____
 School/Org. phone # _____ School/Org. Address: _____
 Contact's e-mail: _____
 Principal's/Executive's Name: _____ Signature: _____

PREPARING FOR YOUR VISIT

Thank you for booking a school or library visit! Here's more information about school visits & book ordering.

Paperwork and Administrative Details

If you haven't already done so, complete and return the booking form or contract as soon as possible in order to officially book your event and confirm the date(s) of the visit. The form can be found in the school visit packet or online at mirandapaul.com/school-visits. Email Lee Rawlings, booking assistant, at WisconsinAuthorsBooking@gmail.com if you have questions about confirming a visit or filling in the booking form. Make sure that any paperwork (W-9s, invoice requests, or background checks) is sent well in advance, and send clear instructions for parking or entering the building.

Schedule, Space, and Tech Needs

Standard presentations are typically 1-hour with grades 2 and up, and shortened to 20-30 minutes for children in PreK-1. For any large-group setting, it's best to schedule the gym, auditorium, or similar venue where it will be easy to keep attention focused on the front. It is important that Miranda has a microphone, projector (with sound capability) and large screen. Please keep an aisle in the middle so Miranda can call up volunteers or walk through the crowd, and invite teachers to attend the presentation as they will be called upon!

Building Excitement

Many successful author/illustrator visits happen by building excitement and familiarizing the students, parents, librarian, classroom teachers, and art teacher with the book(s). If children will not have read the books in advance of the visit, please let Miranda know so she can read them as part of the presentation (please note this will take up some of the scheduled presentation time). Other ways to prepare include sending home a flyer and book order form to parents several weeks in advance, and invite parents to attend (if your school has the capacity). Teachers can prepare by checking out the corresponding Teacher Resources at mirandapaul.com/for-teachers or by printing out the biographical and book information at mirandapaul.com. If students have been working on a book-related project or activity in advance, they are generally more excited and engaged on the day of the visit.

Ordering Books

Schools are not required to sell books, but typically students and families will want the opportunity to order books and get them signed. There are two ways to go about book sales:

1. Bigger Discount, More Work

Schools may choose to sell books directly to students and receive discounts. About 4-6 weeks in advance of the visit, schools send home an order form and flyer about the visit (with frequent reminders). An order form template is available at mirandapaul.com/school-visits. Call the publishers directly to obtain pricing quotes and place orders at least two weeks in advance (you will get a significant discount when you mention you're having Miranda visit). Schools can set the prices for the books as they see fit, either passing along the discount to students or using the profits as a fundraiser. Since this option involves more work, it is best to appoint a staff, faculty, or parent volunteer as the person in charge of overseeing book orders.

Publisher Contact Info

Lerner Publishing Group (*One Plastic Bag, Whose Hands Are These?*) - 1-800-328-4929
 Macmillan Children's (*Water is Water, Are We Peas Yet?* (2017)) - 1-888-330-8477
 Penguin Random House (*10 Little Ninjas*) - customerservice@penguinrandomhouse.com
 Little bee books (*Trainbots, Blobfish Throws a Party* (2017)) - 1-844-321-0237

2. Local Partnership, Less Work

Schools may ask a local bookstore to order and deliver books to students, which takes the workload off of your parents, teachers, and staff and also supports a business within your own community. The bookseller will take care of making an order form, placing orders with the publishers, and ensuring delivery and returns are taken care of. Many booksellers will also send a volunteer to help make the autograph session go smoothly during the visit. A list of independent booksellers in your area is available by entering your zip code at www.indiebound.org or use your local telephone/online directory.

Look who's coming to visit!



Author
Miranda Paul

When:

Where:



Pre-order your autographed books by: _____

For more info about this event, contact: _____

Event Sponsored By: _____