

To cutting-edge resources that will help you take your school's performance to the next level.

- Take advantage of the exclusive content in our **Members-Only web area**, including practical resources in **Resource Roundup** and engaging monthly columns from popular literacy speakers and authors such as **Lori Oczkus** and **Douglas Fisher**.
- Discover the latest research, evidence-based practices, and practical teaching techniques in our **peer-reviewed journals**—*The Reading Teacher*, the *Journal of Adolescent & Adult Literacy*, and *Reading Research Quarterly*.
- Find creative classroom ideas in our monthly, members-only e-newsletter, *IRA Inspire*.
- Keep up with literacy news from around the world and learn about IRA's latest activities and advocacy efforts in *Reading Today*, our bimonthly newspaper.
- Save 20% on IRA's literacy-focused books and videos.



ARTICLES



TECHNOLOGIES



TEACHING TIPS

Fold here, moisten, and seal

To a vibrant, global community of literacy professionals

- Exchange ideas with your peers, join a book discussion group, get teaching tips from literacy experts, or check out guest blog posts and interviews with bestselling authors on *Engage*, IRA's new social media networking site exclusively for members.
- Network with colleagues, literacy leaders, and authors at **IRA's Annual Convention**—members receive **discounts up to \$110**, saving you more than the cost of an annual membership!
- Choose from **40 special interest groups** to explore issues with professionals who share your interests.
- Support literacy programs all over the world.** Join our advocacy efforts, volunteer for a literacy project, or explore leadership opportunities in the Association.



ONLINE



CONVENTION



ENGAGE

Student performance. Teacher performance. School performance.

Whether it's the Common Core Standards or the latest mandate from your district, scrutiny of your school's literacy achievement is greater now than ever before. Every year the stakes get higher and the cuts get deeper. But the missing link between expectation and execution becomes how to improve the quality of literacy instruction when budget cuts have left you with fewer teachers and little or no funding for their professional development.

That's where the **International Reading Association** can help. At IRA, we've recently expanded our membership benefits to include a variety of online content and support that will give you and your teachers the resources you need to take your school's performance to the next level—despite the challenges of the current economy.

For as little as **\$29**, you can join the International Reading Association and receive immediate access to exclusive content from the leaders of the literacy field in our **Members-Only web area** and a 24/7 lifeline to *Engage*—IRA's exciting new social media community.

Take a look at the benefits IRA membership now has to offer. Go online to www.reading.org/missinglink and sample some of the resources you've recently missed. And then take the next step toward improving your school's performance. Join IRA today...and encourage your teachers to join with you.



RESOURCES



TOOLS



NETWORKING



INTERNATIONAL
Reading Association
800 BARKSDALE ROAD, PO BOX 8139
NEWARK, DE 19714-8139
www.reading.org

Nonprofit
Organization
US Postage
PAID
International
Reading Association

Sample IRA's new online resources at
www.reading.org/missinglink

Join IRA today.

Online membership
starts at just \$29.

Taking your school's
performance to the next
level is the goal...

For less than 8 cents a day,
IRA can give you the resources
to help you get there.



It's all about performance...



Connect...



Access...

Don't miss another resource...

Here's just a sample of what you're missing...

- ▶ "Navigating Nonfiction: Guidelines and TOP 5 Strategies for Helping Kids Comprehend Informational Text" (from the monthly **Members-Only** column *Best Ever Literacy Survival Tips for New Teachers!* by Lori Oczkus, March 2011)
- ▶ "Using Video and Film in the Classroom" (by Douglas Fisher and Nancy Frey, from the monthly **Members-Only** column *Engaging the Adolescent Learner*, April 2011)
- ▶ "License to Rhyme" including three teaching tips celebrating National Poetry Month (from *IRA Inspire* April 2011)

Plus upcoming content on Engage:

- ▶ A Teaching Tip on swapping electronic Glogs for paper posters from **Diane Lapp**
- ▶ An audio podcast about the *Book-a-Day Almanac*, a new children's literature resource perfect for teachers, from former *Horn Book* editor **Anita Silvey**
- ▶ An interview with **Holly Black**, co-author of *The Spiderwick Chronicles*

For less than 8 cents a day for online membership, can you afford *not* to have access to resources like these? Sample recent resources and join online at www.reading.org/missinglink. To join by phone, call 800-336-7323.

Yes...I want to join IRA and receive the professional resources and support I need to take my school's literacy achievement to the next level.

All options include a free subscription to IRA's bimonthly newspaper, *Reading Today*. Online members receive *Reading Today* and journal subscriptions online only.

Choose Your Membership:

| | With a Journal* | |
|-------------------------------|-------------------------------|-------------------------------|
| Online Membership | <input type="checkbox"/> \$29 | <input type="checkbox"/> \$53 |
| Basic Membership | <input type="checkbox"/> \$39 | <input type="checkbox"/> \$69 |
| Membership Dues Total: | \$ _____ | |

First Name _____ Initial _____ Last Name _____
 Street Address _____
 City and State/Province _____
 Country _____ Zip/Postal Code _____
 E-mail Address _____
 Telephone: Home Office _____

Please Select Your Journal:

The Reading Teacher (Learners up to age 12, 8 issues)
 Journal of Adolescent & Adult Literacy (8 issues)
 Reading Research Quarterly (4 issues)

Payment Information:

Check made payable to IRA enclosed for \$ _____
 AmEx Visa MasterCard

Credit Card Account Number _____
 Exp. Date _____ / _____ Signature _____

Return your completed Reply Form with your annual dues payment in the enclosed postage-free envelope by July 15, 2011.

You may also fax your form with credit card information to 302-737-0878, join online at www.reading.org/missinglink, or call us at 800-336-7323.

Remember, up to \$250 of your membership dues and/or journal subscription(s) may be tax deductible as a qualified educator expense. Please check with your tax advisor.

*Print + online journal for Basic members, online-only journal for Online members.

MISSINGLINK

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 109 NEWARK DE
 POSTAGE WILL BE PAID BY ADDRESSEE

INTERNATIONAL READING ASSOCIATION
 PO BOX 8139
 NEWARK DE 19714-9850

INTERNATIONAL Reading Association
 Membership Department

Fill out the order form.
 Tear off the order form and separate from the envelope.
 Fold the order form in half and put it in the envelope with the flap at the bottom.
 Did you include your check?
 Fold down the flap and seal.
 No stamps. Just mail it in. Thanks!

Help save resources. Use this postage-paid return envelope.