

Newspaper in Education Institute SUBSCRIBER USER GUIDE

This NIE Institute subscriber user guide is designed to ensure you benefit from your subscription. The Institute's goal is to provide meaningful support in every area of NIE. There have been many upgrades to programs, so please take a few moments to read this guide. It is vital to maximizing the benefits of your subscription.

NOW NIE INSTITUTE SUBSCRIBERS RECEIVE THEIR OWN UNIQUE CURRICULUM WEB PAGE & ADDRESS THAT THEY CAN LINK TO FROM THEIR NIE WEB PAGE! The page includes all your contact information. You or your teachers just click on any resource and it will download or open, whichever your computer is set for. (No password needed)

There are over 200 instructional resources with one to two dozen new resources added each year. A streaming video & audio page plus a serial story & tabloid supplement page have been added to the NIETeacher.org site.

Benefit: There are many thousands of dollars worth of resources available to subscribers. To purchase just one teacher guide, student supplement, or in-paper serial from a NIE vendor may cost your NIE program \$100 to \$1,000 depending on circ. size (multiply your usual vendor cost by 200 resources and you'll see the benefit). Best of all your teachers will be able to choose from volumes of great NIE lessons for every subject.

Besides providing these resources to your teachers online, there are several other ways subscribers have used instructional resources. You are not limited to these. You have nearly complete freedom to use the resources in any way you wish. If in doubt, just call or e-mail me. You are welcome to:

- Print and mail resources
- E-mail them to teachers
- Use them as a multi-unit in-paper serial
- Use portions for in-paper NIE features or pages
- You may customize any or all resources, adding your NIE logo and program information (remove text from other NIE programs as needed).
- Add information or pages correlating the resource to your state or local standards.

Subscribers receive their own unique web address which they and their teachers may go to and download the curriculum. They just click on the resource and the resource will either download or open depending on your computer settings. The web address is: **www.nieteacher.org/ and then add your access code on the end.**

Subscribers are still welcome to download the whole NIETeacher.org website and customize it for placement on their NIE website. The page must be password protected. Contact me for how to

download it from my FTP server.

The previous system for accessing curriculum and for teachers to start subscriptions will remain in effect until the end of the 2008 school year so that this change will not effect your current teachers and how they access resources

Non-subscribers may learn about the 200 instructional resources, serial stories, tabloid supplements, and streaming video and audio at: **www.nieteacher.org**

Develop Sponsors for Instructional Resources.

Benefit: Nearly \$700,000 in sponsorship funds have been raised using Institute resources. Most subscribers are able to raise large amount of sponsorship funds that far exceed the low yearly subscription fee.

Subscribers are welcome to find sponsors for any of the resources, especially the financial literacy and other student supplements as well as the serial stories. A sponsor thank you ad may be placed on the back page and the sponsor logo on the front cover of supplements.

Here is an example of one recent program that may help you raise funds.

Be Money \$mart - This financial literacy guide published by Junior Achievement (JA), with support from the Allstate Foundation, educates young people on how to prepare for their financial future. This program includes a How-To guide for potential NIE sponsorship by partnering with JA and Allstate. Contact lists for each are provided.

Grant Processing Using our 501(c)(3) non-profit status.

Benefit: Over \$500,000 has been provided to subscribers in direct grants and by subscribers using our 501(c)(3) non-profit status to raise funds from sponsors or foundations that require their giving to be to a non-profit.

Subscribers have been very successful in using our non-profit status to raise funds.

The Institute offers its 501(c)(3) status to support subscribers grant and sponsorship writing efforts. NIEI act as the fiscal agent for your NIE program to non-profit and corporate funders that require a non-profit status to make donations. We then process your tax-deductible donations/grants, fulfill required IRS paperwork and provide a report to the funder if needed.

You should make every effort to have a sponsor donate directly to your NIE program. Most of them will. This program is there to provide support when a sponsor requires their giving to be to a non-profit.

Processing fees based on grant/donation size have been reduced to:

- \$20,000+...4%
- \$15,000.....5%

\$ 500.....6% Minimum donation/grant NIEI processes. Donations of \$100 or more may be pooled together to reach the \$500 minimum.

You may download the following forms and information to help you write grants from the Grants to Members page at:

www.nieinstitute.org/Grants-Programs.html

- Grant/Donation Processing Agreement
- Institute IRS Tax Exemption Letter
- Institute Form 990 IRS Tax Return
- Organization, History, & Mission Statement

NIE Department Resources

Benefit: Fundraising and grant resources have helped raise thousands of dollars for subscribers. Ready to use forms make it easier for subscribers to run their NIE programs. NIE research helps justify your NIE program in-house and to teachers.

The Institute provides subscribing NIE programs over 80 free NIE department resources that can be retrieved from the NIE Departmental Resources page at: www.nieinstitute.org/NIE-Department-Resources.html

Resources include fundraising resources, successful NIE grant & sponsorship proposals, grant processing support, various NIE department forms, NIE & literacy research, and a list of Quark Xpress print files that are available for student supplements.

Instructional CD's for Teachers

Benefit: A low cost way to provide all 200 instructional resources to your teachers.

Each CD supplies all 200 Institute instructional resources, including streaming video and audio, at a very low cost. CDs save up to 90% on printing and mailing costs, and are environmentally friendly. Prices include a free paper sleeve and free shipping

Orders over 1,000 CDs receive a customized label plus add your NIE programs own copyrighted resources and those of NIE vendors with their permission. The following price schedule applies:

CD Volume	Price Each	Total Price
1,000+	\$ 0.95	\$ 950.00
600	\$ 1.15	\$ 690.00
500	\$ 1.15	\$ 575.00
300	\$ 1.40	\$ 420.00
200	\$ 1.40	\$ 280.00
100	\$ 1.40	\$ 140.00
50	\$ 1.75	\$ 87.50

Online Affidavit Program

Benefit: Reduce the time and effort needed to secure affidavits from teachers.

Securing affidavits from teachers can be one of the most frustrating and time-consuming aspects of NIE programs. This program is intended to make the job significantly easier. The Online Affidavit program is based on the ABC rules for Electronic Affidavits and has been used successfully by many NIE Institute subscribers.

Receiving 100% of teacher affidavits has become more important. The newest ABC NIE rules stipulate that an auditor may reduce NIE circulation by the percentage of affidavits that are missing. What that means is if you have 100 teachers/schools you are delivering NIE newspapers to, if you are missing 15 affidavits your NIE circulation may be reduced by 15%, not the actual number of papers the affidavits represent.

This program is intended to make the job of securing affidavits significantly easier. Use of this program should be part of a multi-prong effort that may include fax, mail, e-mail and phone calls to help secure 100% of affidavits.

There is also a section at the bottom of the online affidavit where teachers may schedule newspaper deliveries for the next school year. You may access and use the affidavit at:

www.nieteacher.org/affidavit/affidavit.php

Three Ways the System Can Work To Secure Teacher Affidavits

1) Institute subscribers can just send their teachers to the web address above and ask them fill in their information and delivery schedule. They will chose your paper from a pull-down menu and the system will e-mail their affidavit information directly to you and keep a record for future reference.

2) Subscribers may send a file (e-mailed or mailed on a CD) with all their information for the affidavit. The information is uploaded into the online system, which will then send e-mails to all the teachers with a unique web address (URL) to click on that will bring them to their information in the system.

Then the teacher just checks off confirmation on the affidavit that they received the newspaper order, which sends an e-mail to the NIE program to file for their auditor. The system keeps the affidavit record for future download.

3) If subscribers do not have e-mail addresses, they can still send the database and teachers can find their information based on unique data such as their route, account number, phone number or address.