Join Horrid Henry, Tracy Beaker and PJ Masks for a fun day in pyjamas.

1 May 2020
Welcome to Pyjamarama

What is Pyjamarama?
Pyjamarama is back for a second year! Schools, nurseries and families across the country will be spending Friday 1 May in their pyjamas to help raise money so every child can experience the benefits of a bedtime story. This year we’ve teamed up with Horrid Henry, Tracy Beaker and PJ Masks so that your pupils can stay in their pyjamas all day long and celebrate stories with their friends. Raising money is really easy; simply ask the parents and carers for a £1 donation to let their children wear their PJs on Friday 1 May.

Why are we running it?
At BookTrust, we want to get every child reading. Bedtime stories promote reading for pleasure, which improves language and confidence, helping children to achieve so much more. But too many children never experience the joy of a bedtime story. Whether it’s children living in poverty, children in foster care, children whose parents or carers struggle with reading themselves, or children with additional needs, we want to reach them all – and with your help, we can.

Your free guide
Planning your day is really simple and we’ve provided you with everything you need to get ready for Pyjamarama 2020. In this guide you’ll find plenty of ideas to make your day as special as possible, including additional fundraising activities and lots of tips to help encourage reading and sharing stories in school and at home. We’ve got lots of information in this guide, but don’t forget to visit our website too.

So, join in the Pyjamarama fun, spend the day in PJs and raise vital funds for BookTrust, ensuring no child misses out on their bedtime story.
How your money will help...

If every child in pyjamas brings £1, we’ll be able to help children to snuggle up and experience the warmth, joy and comfort of bedtime reading, and to get excited about books, rhymes and stories. We don’t want a single child to miss out on the benefits of reading because we know that a child that reads more, achieves more.

Your fundraising efforts will mean we can reach even more families and children, helping us to make sure that no child misses out on a bedtime story.

£25 could provide 10 pre-school children who are vulnerable with their very own book pack

£50 could provide 6 families from deprived communities with additional support through their children’s centre to develop confidence in reading

£100 could help us work with a struggling secondary school to support teenagers to re-engage with reading

To find out more about how your money can help transform lives visit booktrust.org.uk/support-us/donate
Organising your Pyjamarama is easy as 1, 2, 3…

We want your day to be as fun as possible, so here are a few tips to help with your planning and to ensure your Pyjamarama goes smoothly.

Spread the word
Make sure everyone at school has saved the date in their diaries by sticking up the posters found in this pack. Don’t forget to get the parents and carers on board too! Check out our digital downloads section on our website. We’ve got a whole range of assets to help spread the word from posters and email templates, to a letter you can download and photocopy for kids to take home to their parents and carers, providing them with everything they need to know about Pyjamarama.

Remind your class
Don’t forget to remind your class the day before Pyjamarama that they get to come in to school wearing their PJs with their £1 donation.

Raise money
Collect the £1 donations on the day using your donation box or jar. And why not organise a few additional fundraisers on the day, or in the run up to Pyjamarama? There’s lots of ways to make fundraising fun. Take a look at the ‘Fabulous fundraising ideas’ on page 10, we’ve included a few ideas to help you raise even more funds for BookTrust.

It’s all about having fun
The Pyjamarama excitement doesn’t just have to start on the day. We’ve got plenty of activities and ideas in this guide and online to get everyone excited building up to and during Pyjamarama. Don’t forget to also share your photos and stories from the day on social media using #Pyjamarama.

Encourage more reading
Pyjamarama is all about encouraging reading and sharing stories in school and at home. Reading for pleasure has so many benefits for your pupils and we’ve put together some special reading tips and lists to help inspire children to get reading.

Send in your fundraising
Don’t forget to send in the money you’ve raised after your Pyjamarama. You’ll find details on paying in within your welcome letter. Every pound raised will help ensure no child misses out on their bedtime story.
Encouraging reading and sharing stories

Pyjamarama is all about getting children reading and helping children to enjoy reading. We know that schools do so much already, and this May we hope that you will have fun celebrating stories in school and spreading the word to parents and carers. To help you, we’ve come up with some ideas and advice to help you plan your day.

• As well as having your fun day in PJs on Friday 1 May, why not dedicate the whole week to reading, and plan activities each day to get children excited about celebrating and sharing stories
• Run a reading-related assembly – ask different teachers to read a favourite story or look at our website for videos you can share with the pupils
• We know that book choice makes a huge difference to a child’s enthusiasm for reading. Our Great Books Guide contains 100 fiction and non-fiction books which are silly, scary, informative and moving and are carefully selected to engage children, whatever their reading level
• We’ve learned that children respond well to reading with older children so why not set up buddy reading sessions across the school
• If you’re looking for new stories to share, why not take your class on a trip to your local library to search out some new stories
• To encourage parents and carers to continue sharing stories at home, why not ask them to take and share photos of their children reading a favourite book in a favourite spot

In the words of BookTrust President, Michael Morpurgo:
“Make Storytime at the end of the day a special time, a fun time, devoted entirely to reading, to writing, to storytelling, to drama. No testing, no comprehension, no analysis, no interrogation. Let the children go home dreaming of the story, reliving it, wondering.”

To find out more about why reading for pleasure is so important visit booktrust.org.uk/reading-tips-and-advice
Activities & ideas for your Early Years setting

To help make your Pyjamarama fun – and to encourage reading for the rest of the year too – we’ve got plenty of fun activities and ideas to get everyone excited.

Preparation

- Why not have some fun decorating your nursery for the day? You could build a little den for reading in and ask the children to colour in pre-cut triangles so that you can make your own Pyjamarama bunting together.
- Ask the parents and carers to send their children to nursery with a cuddly toy and snack, so that you can hold a carpet time breakfast with a story.
- Don’t forget to set up your donation box and photocopy your activity sheets ahead of the day. You’ll also find plenty more downloadable resources to use on our website.

On the day

Start off the day by introducing Pyjamarama to your class and explain why everyone is in their pyjamas.

Carpet time breakfast

Kick-off the day with a carpet time breakfast and read a book to the children while they eat.

Decorate giant pyjamas

Draw the outline of some giant PJs and get the whole class to decorate them. Or you could download the pyjama activity sheet from the website and encourage the children to design their own.

Rhyming pairs

Using the rhyming pairs activity sheet in your packs, ask your class to match the rhyming pairs and then colour in the images.
There’s plenty of downloadable content on our website, including some of our favourite books to share booktrust.org.uk/pyjamarama

**Describe your favourite characters**
Encourage the children to talk about their favourite characters from a book they’ve shared at home or at nursery.

**Where I sleep**
Using the where I sleep activity sheet, ask your class to match images of different creatures with an image of where they sleep.

**Scavenger hunt**
Get the whole class to find key objects from a story around the classroom (you may need to plant a few things in different places). Or collect things from outdoors and ask your class to make up a story using the objects.

**Draw your favourite book character**
Ask everyone to draw a picture of their favourite character in pyjamas.

**Alphabet game**
Print and cut out the letters of the alphabet. Ask your class to collect the letters to spell their own name and colour in each letter.

**Activity sheets**
Take a look at our website for additional activity sheets that you can download and print.

**At the end of the day**
Save time for a story at the end of the day and encourage your class to go home and ask someone to read them a bedtime story that evening.
Activities & ideas for your Primary-aged children

To help make your Pyjamarama fun – and to encourage reading for the rest of the year too – we’ve got plenty of fun activities and ideas to get everyone excited.

Preparation

* Why not have some fun decorating your classroom for the day? You could build a big den for reading stories in and don’t forget to use the bunting activity sheet to make your own Pyjamarama bunting with your class.
  * Ask everyone to bring in a book to swap and read with one of their friends.
  * Ask the parents and carers to bring in a drink and snack for their child/children. During the day you can read your class a story in the dark whilst you have a ‘midnight feast’.
* Don’t forget to create your donation box with the stickers in your pack and photocopy your activity sheets ahead of the day. You’ll also find plenty more downloadable resources to use on our website.

On the day

Start off the day by introducing Pyjamarama to your class and explain why everyone is in their pyjamas.

Get creative

In art and design, ask each pupil to come up with a title and storyline for a new book. They could even have a go at writing an intriguing first chapter. You can also find a book cover activity sheet to photocopy and use on our website.

Bedroom of my dreams

Ask your class to design their perfect bedroom... anything is possible! A great activity for art and design.

Poetry time

In literacy, ask your class to write a poem about spending the day at school in PJs.
There’s plenty of downloadable content on our website including some of our favourite books to share booktrust.org.uk/pyjamarama

What’s your favourite book character
Encourage everyone to talk about their favourite characters from their books in literacy or drama. Get your pupils to vote for their overall favourite.

Get active in your PJs
In PE, get the class skipping, playing football or tennis, or completing an obstacle course - all in their PJs.

Design a bookmark
During art and design, ask your class to get creative and design their own bookmark. You can use the template on our website.

Make a comic
Using our comic book strip template found on the website, ask everyone to create their own comic book strip with characters and speech bubbles. Perfect to support literacy or art and design.

My bedtime story poster
In art and design, ask everyone to create their own bedtime story poster with their name, favourite bedtime story and a picture of someone reading to them.

Activity sheets
In your pack you’ll find a bunting activity and word search sheet to photocopy and use with your class. There’s also additional activity sheets that you can download and print on our website.

At the end of the day
Save time for a story at the end of the day and encourage the pupils to go home and read with their parents or carers that evening.
Help children start reading from a young age

Get involved in Pyjamarama on Friday 1 May and help more children like Lee.

Lee lives in the outskirts of Manchester with his mum. When Lee was younger his mum struggled to find the money to pay the bills, and with money being so tight she just couldn’t afford to buy books. Having grown up without an education and the struggles it brings, she knew she didn’t want the same for Lee too.

Lee’s mum was provided with free book packs and guidance on reading with Lee by BookTrust which encouraged them to visit the library, and to sit together at bedtime and read. Not only did the free book packs enable Lee and his mum to experience the warmth, joy and comfort of bedtime reading together, it also meant that Lee was able to develop his reading skills – giving him more confidence at school.

Now Lee is ahead of his class in English. Not only that, he plans to eventually go on to university. Lee’s mum puts his success and ambition down to the free book packs provided by BookTrust when he was younger.

Bedtime stories are important and help with bonding, language, confidence and so much more. Your fundraising efforts will help BookTrust reach more families and children, just like Lee and his mum, and help BookTrust work to ensure no child misses out on their bedtime story.

To find out more about how your money can help transform lives visit booktrust.org.uk/support-us/donate
Fabulous fundraising ideas

There’s the opportunity to organise additional fundraising and have even more Pyjamarama fun! If you fancy doing some extra fundraising on the day, or even in the run up to Pyjamarama, here are some brilliant ideas to get everyone together:

**Host a bake sale**
Hold a bake sale and ask families and staff to contribute cakes towards it. You could even theme the bakes e.g. Snow White’s Apple Cake and Paddington’s Marmalade Muffins.

**Host a book sale**
Get a local retailer onboard and ask them to bring in a selection of books for parents and carers to buy and a percentage of the profits can go towards Pyjamarama. Or ask other staff members, parents or carers to bring in unwanted books that can be sold at the book sale.

**Make a PJ pledge**
Ask children and families to pledge money for a teacher to spend the day in their PJs.

**Sponsored walk**
Get the children doing a sponsored walk, run, jog around the playground or if they’re brave go around the block, or venture to the park.

**Parents in PJs**
Ask parents and carers to get sponsored to do the school drop off or collection in their PJs.

There are lots of ways to make fundraising fun and easy for everyone. The inspiration and tips above are a starter for 10 but be as imaginative as you like in coming up with your own!
For lots more activities and ideas, visit our website booktrust.org.uk/pyjamarama

Spread the word #pyjamarama