

AMIRA COMPETITION GUIDE

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About Amira Reading Competitions

As educators, we know that **reading is a habit**. When students are motivated to read regularly, they can build enough habits to become lifelong readers.

Amira Reading Competitions are designed to increase Amira usage and consistency, build excitement around literacy, foster strong reading habits, and celebrate growth and effort. By setting clear goals, tracking progress, and recognizing achievements, these competitions create an exciting, schoolwide focus on reading. They can be adapted for any grade level, class size, or school culture, making them a flexible tool for encouraging literacy in your community.

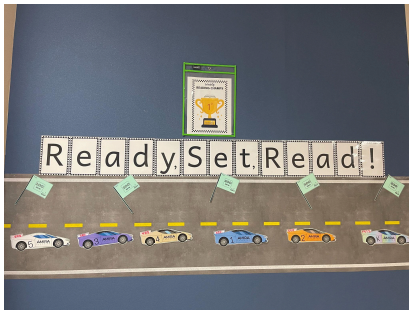
[Click here](#) for all Amira Reading Competition Resources.

Launching an Amira Reading Competition: The 6-Step Framework

STEP 1: PICK A THEME

Guiding Question: *What will get students excited to read?*

Amira offers **five themed competition kits** that are ready to print and use right away. Each kit includes posters, progress trackers, banners, certificates, and other materials to support an engaging reading competition. Every theme has a fun concept and a visual way for students to see their progress.



READY, SET, READ!

(Recommended: September–October)

Teams “race” by moving a car along a track and reaching milestone flags as they meet reading goals.



READING BLIZZARD

(Recommended: November–December)

Students add snowflakes for each reading milestone, building a “blizzard.” The winner may be the team with the most snowflakes, or the school can work toward a shared goal.



READ YOUR HEART OUT

(Recommended: January–February)

Teams color in milestones on a READometer, aiming to fill it completely by reaching their reading goal.

Coming Soon

SLAM DUNK STORIES

(Recommended: March–April)

Teams compete in a bracket-style March Madness-themed tournament, advancing weekly based on stories read or minutes logged until a champion is crowned.

Coming Soon

AMIRA BINGO

(Recommended: May–June)

Students mark reading achievements on Bingo boards and win by completing a row, column, diagonal, or full board.

STEP 2: DEFINE YOUR TEAMS

Guiding Question: Who is competing and how will teams be structured?

Decide **how you will group participants**. The structure you choose should fit your school's size, culture, and goals. Smaller teams often create a sense of close-knit camaraderie, while larger groups can build schoolwide unity.

Team Options:

- **By Grade:** Each grade competes as a team (ex. 1st Grade, 2nd Grade, 3rd Grade).
- **By Class:** Each class competes as a team (ex. Ms. Lopez's Class, Mr. Smith's Class).
- **By Individual or Small Group:** Perfect for smaller competitions or tracking personal progress.
- **Whole School:** Everyone works together toward one goal.

STEP 3: CHOOSE A FORMAT

Guiding Question: How will teams work toward their competition goal?

Decide **how participants will work toward the goal**. Select the format that best fits the excitement level, collaboration, and recognition you want to build.

Competitive:

- First to finish wins (ex. First class to complete 500 activities wins)
- Highest total wins (ex. Class with the most tutoring time at month’s end wins)

Collaborative

- Individual goal (ex. Every grade reads 500 stories, then the school celebrates)
- Shared goal (eg. Whole school works toward 5,000 stories, with each team contributing)

Hybrid Options

- Compete & Collaborate (ex. Classes race to 500 activities, but totals also count toward a 5,000-activity school goal)
- Multiple winners (ex. One class wins “Top Class” for contributing the most to their grade’s goal; the grade that reaches 500 stories first also wins)

STEP 4: SET GOALS & MILESTONES

Guiding Question: *What are we tracking? What does success look like?*

Create a roadmap to success. Decide what you will track, and what milestones and end-goals will mark success. Milestones keep momentum high by offering regular wins along the way.

Examples:

Metric	Milestones	End Goal
Stories Read (TUTOR)	Every 50 stories (e.g., 50, 100, 150)	500 stories
Tutor Time (TUTOR)	Every 100 minutes (e.g., 100, 200)	1,000 min
Activities Done (INSTRUCT)	Every 50 activities	500 activities
Instruct Time (INSTRUCT)	Every 100 minutes	1,000 min
High Quality Minutes (TUTOR & INSTRUCT)	Every 100 minutes (e.g., 100, 200)	1,000 min

STEP 5: TRACK & SHARE PROGRESS

Set a clear schedule for how you will track results and share updates. Regular tracking keeps the competition visible, builds excitement, and helps everyone stay focused on the goal. Use the [Usage Report](#) for daily updates on usage metrics.

Tracking Schedule Examples:

- 7:30AM: Check the Usage Report
- 12:00PM: Update hallway progress display and/or classroom charts
- Every Friday: Announce top teams in morning announcements; send a weekly email update to families.

NOTE: Progress Trackers are available within each themed competition kit.

STEP 6: CELEBRATE SUCCESS

Choose celebrations that recognize both **progress** and **achievement** while reinforcing the skills and habits you want to encourage. Celebrate regularly to keep motivation high and make the competition a memorable, positive experience for everyone.

Progress Celebrations (*When a team reaches a milestone*)

- Award certificates for milestone achievements
- Give a classroom shoutout during morning announcements
- Post milestone achievers on a “Wall of Fame” bulletin board
- Present a traveling trophy or banner to the team leading that week
- Provide small tokens (bookmarks, stickers, pencils) related to the competition theme
- Host a short “celebration break” (eg. 10 minutes of music, stretching, or a fun group activity).

Maintaining Motivation Throughout (*Ongoing recognition and engagement*)

- Share weekly progress updates with students, staff, and families.
- Highlight “Most Improved” teams or individuals each week.
- Let students vote on a mini-reward when the school reaches a shared milestone.
- Rotate a “Star Reader” or “Top Achiever” badge between students.
- Give small surprise incentives for effort, such as choosing a classroom job for the day.

- Encourage friendly challenges between classes or grades for short-term goals.

Rewards for Competition Winners (*End of competition*)

While celebrations like extra recess are fun, tie rewards directly back to reading whenever possible. This strengthens the connection between effort and literacy growth.

- Themed field trip (e.g., library visit, local museum, author event)
- Class party with a theme tied to the competition (e.g., book character dress-up)
- Movie day based on a book or topic related to the challenge.
- Special lunch with the principal or a guest speaker.
- “Champion” certificates, medals, or trophies.
- Class activity of choice (indoor games, outdoor play, art project).
- Schoolwide recognition assembly featuring the winners.

Competition Planning Template

Preparing for a reading competition takes about two weeks. As the coordinator, make sure all staff understand the details of the event. This template will help you plan and manage the Amira reading competition smoothly. It includes key steps for organizing, running, and keeping students engaged, from setup to rewards.

[Click here](#) for an editable PDF version of the template below.

COMPETITION DETAILS

Competition Name/Theme	
Planning Committee <i>Who is planning this competition?</i>	
Competition Window <i>When will the competition take place?</i>	Launch Date: End Date:
Team Structure <i>How will you group participants?</i>	
Metric <i>What are you measuring?</i>	

Goal <i>What must participants achieve to win the competition?</i>	
Milestones <i>What milestones will you celebrate as students work towards the goal?</i>	

REWARDS & CELEBRATIONS

Progress Celebrations <i>How will you celebrate when a team reaches a milestone?</i>	
Maintaining Motivation Throughout <i>How will you provide ongoing recognition and engagement?</i>	
Rewards for Competition Winners <i>How will you celebrate competition winners?</i>	

COMPETITION LOGISTICS

Task	Date and/or Schedule	Person(s) Responsible	Notes
Present competition to teachers and staff			
Introduce competition to students			
Gather and distribute materials (trackers, posters, etc.)			
Prepare rewards & prizes			
Send letters home to families			
Set up technology and check devices			
Prepare progress tracking methods			

Launch competition			
Track progress			
Announce progress			
Gather competition highlights			
Update competition displays			
Distribute prizes			
Lead closing ceremony			
Communicate achievements to families			

