

## I Am 100 Days Brighter! Pencils

### This Really Good Stuff® product includes:

- Set of 12 I Am 100 Days Brighter! Pencils
- This Really Good Stuff® Activity Guide

Congratulations on your purchase of the Really Good Stuff® I Am 100 Days Brighter! Pencils.

### Meeting Common Core State Standards

The Really Good Stuff® I Am 100 Days

**Brighter! Pencils** are aligned with the following Common Core State Standards for English Language Arts:

#### Writing

**W.K.2** Use a combination of drawing, dictating, and writing to compose informative/explanatory texts in which they name what they are writing about and supply some information about the topic.

**W.1.2** Write informative/explanatory texts in which they name a topic, supply some facts about the topic, and provide some sense of closure.

**W.2.2** Write informative/explanatory texts in which they introduce a topic, use facts and definitions to develop points, and provide a concluding statement or section.

**W.3.2** Write informative/explanatory texts to examine a topic and convey ideas and information clearly.

#### Speaking and Listening

**SL.K.1** Participate in collaborative conversations with diverse partners about kindergarten topics and texts with peers and adults in small and larger groups.

**SL.K.2** Confirm understanding of a text read aloud or information presented orally or through other media by asking and answering questions about key details and requesting clarification if something is not understood.

**SL.1.1** Participate in collaborative conversations with diverse partners about grade 1 topics and texts with peers and adults in small and larger groups.

**SL.1.2** Ask and answer questions about key details in a text read aloud or information presented orally or through other media.

**SL.2.1** Participate in collaborative conversations with diverse partners about grade 2 topics and texts with peers and adults in small and larger groups.

**SL.2.2** Recount or describe key ideas or details from a text read aloud or information presented orally or through other media.

### Using the I Am 100 Days Brighter! Pencils

Before using the I Am 100 Days Brighter! Pencils, download a copy of this Really Good Stuff® Activity Guide, and file the pages for future use.

### Introducing the I Am 100 Days Brighter! Pencils

The I Am 100 Days Brighter! Pencils can be used for a variety of lessons with your students.

### Pencil Ad Agency

Your new I Am 100 Days Brighter! Pencils can help children become savvy consumer detectives. Here's how:

1. Talk with children about how advertisers choose (in ads and commercials) words that make the products we buy seem irresistible.
2. Look together at some store flyers and highlight some of the persuasive words used there. (Tip: You can also encourage children to spot persuasive language on product containers and on TV commercials)

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at home by challenging them to listen carefully for words and phrases that make the product—and trying and/or owning the product—sound really great.)

3. After distributing *Pencils* to children, have children pretend that they work for the company that makes and sells the *Pencils*.
4. Challenge them to create authentic-sounding advertisements or commercials to sell the *Pencils*.
5. Begin by having children look closely at their *Pencils* and record as many words as they can that describe the features of their *Pencils*. (Help children understand that a product's features include anything that tells how the product looks, feels, tastes, smells, or sounds.) For example, the following words can describe a pencil's features: *long, thin, wooden, smooth, colorful, sleek, trim, cylindrical, bright, attractive, pretty, pointy, etc.*
6. Next, tell children that they are to come up with a list of *benefits* a pencil customer would enjoy if they bought a pencil. (Help children understand that a product's *benefits* are those things that help make a customer's life easier, more comfortable, or more enjoyable in some way.) For example, the following are possible benefits of owning a pencil:
  - Can write with it
  - Does not cost a lot of money
  - Does not need electricity or batteries to run
  - Comes with an eraser

- Lightweight to carry
- Easy to keep and store
- Can be sharpened if you break it
- Cannot leak or stain like ink pens and markers
- Lasts a long time

7. Help children use the features and the benefits of the *Pencil* to develop some slogans to sell their *Pencils*, or share the following slogans and have children vote on their favorites:

- *Our smooth, wooden pencils are affordable and need no batteries!*
- *Write now, erase later!*
- *Our pencils: sleek, low-cost and the highest quality wood!*
- *We charge pennies for our pencils—and our pencils never need a charge!*
- *Our pencils don't leak!*

(Tip: Remind children of the persuasive words and slogans they came across on the print ads and containers they explored.)

8. Have children use persuasive language and slogans (their or ours) and poster paper to make print advertisements for their *Pencils*. Or, have students write and practice simple pencil commercials for you to videotape and share.
9. Have children identify the persuasive language and slogans evident in their classmates' advertisements.