



Empower Students to Dream Big

With an author visit from
Deedee Cummings



YOUR SCHOOL VISIT WELCOME KIT INCLUDES:

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Give Your Students an Experience They will Never Forget

Deedee Cummings is a professional dreamer. She believes in love and hope, even when love and hope are hard to find.

As a mom, therapist, attorney, CEO of Make A Way Media, and award-winning author of more than twenty diverse books, Deedee Cummings has a passion for making the world a better place and ensuring all kids see themselves in a book. Young readers who see themselves represented in a book develop stronger self-esteem, increased empathy, and an excitement for their future.

Deedee's children's books are not only fun for kids and adults to read, but they also work to teach therapeutic **coping skills**, reinforce the universal message of **love**, encourage **mindfulness**, and facilitate **inclusion** for all.

Cummings has had her work featured in **USA Today**, **Essence Magazine**, **Parents Magazine**, **Forbes** and the **Huffington Post**. She is also the founder and creator of **It Pays to Read**, and the **Louisville Book Festival**---a national literacy-based celebration that occurs every fall in Louisville, Kentucky.

About Make A Way Media

Make A Way Media, LLC is a media company based in Louisville, Kentucky that specializes in publishing diverse books for children. To date, Make A Way has **donated more than five thousand books** to schools, community centers, and churches across the United States and in Jamaica.

Make A Way was founded to address the extreme lack of diversity in children's publishing.

Did you know that there are 8 times more books that features animals than there are books that features children of color?

All of the books published by Make A Way Media have **diverse characters**, **positive affirmations**, and practical **coping skills** seamlessly woven throughout each story so that children can develop the social emotional skills they need to thrive.



School Visits with Deedee Leave a Lasting Impression

"Having Deedee Cummings come to our school was a real treat. Our students loved her and felt she was very down to earth. Many of our students said that they also now want to be authors!"

~Caldwell Arts Academy, **Tyler, Texas**



"Our girls group is energized!" ~Wilder Elementary,
Louisville, Kentucky



"Thank you so much for taking the time to visit our school. Our children were thrilled to meet a real author and are now very motivated to write and draw stories of their own. They will not soon forget your visit!

Thank you!" ~Christian Academy of **Montego Bay, Jamaica**



"My daughter was amazed by Deedee. She loved her energy and the way she talked about dreams. She said she wants to spend more time dreaming and planning after meeting

Deedee." ~Sister's Uptown Books,

New York, New York

Presentations by Deedee Cummings

are aligned with Common Core Curriculum Standards

Here are just a few of the presentations Deedee can offer:

Writing & Language Arts

- Writing and Drawing Your Worries Away
- Using Poetry to Appreciate Our Differences
- Researching Your Why: Discovering Your Passion
- Reflecting on the Heart of the Story
- Creating a Book from Beginning to End
- Writing With Purpose: Crafting a letter to a loved one



Social & Emotional Learning

- Big Goals are Met With Small Steps
- Hopes and Dreams: What I want to be and do
- My Gift to the World
- Resiliency and Problem Solving
- It's Great to be a Different
- What is a Growth Mindset & Why it is Important
- Anchors and Memory Boxes as Lasting Coping Skills

STEAM Activities

- The Parts of a Play
- Hope: Finding Beauty in the World Around You
- Developing a Talent
- You Are A Mosaic
- The Life of an Author

Courses can also be tailored to the needs of a school or program on request.



Author Visit Pricing

This is the base pricing scale. If cost is an issue please email kimberlee@makeawaymedia.org for support in making the school visit accessible to your organization.

Half Day Program- \$900

Single 50 minute program and one classroom Q&A session.

Full Day Program- \$1590

Full day visits include a book signing, lunch with the author, and three classroom visits.

The cost of the visit could be completely covered by the number of books the school purchases. In addition, 10% of all family pre-order sales will be donated to your school.

Presentations for adults such as in-service programs or conferences are specifically tailored to your needs. Pricing starts at \$3000.00 for a half-day, typically about three hours.

Additional fees that may apply:

Hotel Fees: For visits requiring an overnight stay,

Travel by Car: A mileage fee will be calculated at 57 cents per mile from Deedee's office in Louisville, KY office to the school or presentation location for any location that is more than 60 miles away.

Travel by Air: Depending on location & will be estimated at the lowest average fare.

Shipping charges: If any special equipment is needed that can't be provided by the location.



Ideas to Fund The Visit

Bringing an author into a school is an exciting event and often something that students, teachers, and parents never forget. **It is worth the time and money to make it happen**, but some schools struggle with funding.

Here are some creative ways to make the visit more affordable:

1. **Share the travel cost** with other schools, libraries, bookstores, or community centers in your district. You can book multiple events in the same day/ week for discounted rates.
2. **Raise funds through book sales.** 10% of all pre-ordered books will be donated to your school. Deedee will also sign copies of pre-ordered books.
3. **Coordinate with the Parent Teacher Association,** local library, colleges, or other special interest organization to help with raising funds.
4. **Use alternative funding streams** you already have in your budget, like the community engagement fund.
5. **Get the community involved!** Announce the visit in local newspapers and news channels to ask the community for help raising funds.
6. **Sell tickets to community members** to attend the event or a special community Q&A session.

Tips to Make the Most of Your Visit

Tip 1: Complete and return the booking agreement as soon as possible. We can't reserve your date and time until we've received your signed form.

Tip 2: Send any necessary paperwork at least 8 weeks before the visit. (W-9's, invoice requests, background checks, etc.)

Tip 3: Please have a:

- Microphone
- Projector with sound capability and screen
- Table and chair for props and books for Deedee to use during the visit

Tip 4: Send clear instructions about where the visit will be and anything needed to enter the school.

Tip 5: Schedule at least ten minutes in between talks.

Tip 6: Build excitement! Here are some ideas to get students and families ready for the fun:

- Send home the visit letter and order form to parents.
- Read some of Deedee's books in the classroom.
- Hang up signs to get students excited about the visit.
- Remind students on the morning announcements.
- Invite the news to share the fun with the community.
- Invite community members to attend the event.
- Have a prince and princess dress up day (inspired by the Kayla: A Modern-Day Princess series).
- Watch a video of the real life Kayla on Broadway

To confirm your visit, please complete and email this form to **kimberlee@makeawaymedia.com** or mail to: **Deedee Cummings, 104 Daventry Lane, Louisville KY 40223**

This agreement is to confirm Author Deedee Cummings' visit to _____ (location) on _____ (date) at a fee of \$_____ (plus coverage or reimbursement for any applicable travel, mileage, or accommodation expenses to be calculated later by author).

Please list the event description details, programs selected, intended audience/ age description, number of presentations, and other special details/expectations of the presentation (here or attach separately) _____

By signing this agreement, the school or hosting organization agrees to:

1. List the author visit on the school/ organization calendar and/or website.
2. Send a note to parents/ members about the upcoming visit with an invitation to purchase books.
3. Display posters in advance of the visit.
4. Get the students/ teachers/ attendees ready for the visit by sharing Deedee's biographical information with them, discussing the books/ stories in class, preparing possible questions, as appropriate for the visit.
5. Email **kimberlee@makeawaymedia.com** a proposed schedule/ itinerary for the visit as soon as possible.
6. Contact any local media outlets that may want to cover the event. Invite the public if you plan to have an evening event for adults or local families. (We will provide the press release if asked. Please inquire.)
7. Provide speaker with a projector, screen, display table & chair, sound hookup for PowerPoint or Keynote presentation, and a microphone.
8. Provide a lunch/ meal for any half-or full-day visit. School lunch dining with the faculty/ students is fine.
9. Help on the day of the visit by being vigilant about the students' behavior during presentations.
10. Assign someone to take photographs and provide media releases if asked.

11. Pay the agreed upon total fee (above) on or before the day of the visit, as well as travel expenses or any other reimbursement.

12. Get excited and share that excitement with your students or members!

If weather or illness causes a cancellation, the visit will be rescheduled as soon as it is most convenient for both parties. If the visit must be cancelled by the school for any reason other than weather, the school will pay for any lost travel expenses and will pay 1/3 of the fee.

If the visit cannot be rescheduled within a year Author will gladly give a refund of any deposit in the case she is the party who must cancel and cannot reschedule.

Contact name: _____

Contact phone #: _____

School/ Org phone #: _____

Contact's E-mail: _____

School/ Org address: _____

Principal/ Executive Name: _____

Signature of person authorized to schedule visit:

Please print name: _____

Date signed: _____

Please list any other details about the program you feel need to be included or special requests here:

An author is visiting OUR SCHOOL!

Author Deedee Cummings

is an entrepreneur, attorney, therapist, award-winning author of 17 children's books (with more on the way) and a **professional dreamer**. Her books teach kids how to be resilient in a tough world and how to develop a growth mindset while inspiring all kids to chase after their **dreams** and **believe** in themselves.

Your child will have the opportunity to:

- Meet the author face-to-face
- Hear inspiring stories of hope
- Get an autographed copy of one of Deedee's books

10% of Book Pre-Sales Go to Our School!

If you pre-order one of Deedee's books at least 10 days before her visit to our school:

- Your child will receive their books on the day of the visit.
- They will get an autographed copy from Deedee.
- 10% of all book sales will be donated to our school.
- Your child will get even more excited about the experience to meet an author.
- You'll have the opportunity to receive additional free resources from Deedee that will empower your kids to achieve their dreams and equip them with the skills they need to help them thrive.



Book Order FORM

CHILD'S NAME:

PARENT'S NAME:

PARENT'S EMAIL:
(FOR ADDITIONAL FREE RESOURCES)

TEACHER'S NAME:

ORDER FORMS ARE DUE BY:

CASH

CHECK

**CHECKS CAN BE MADE PAYABLE
TO "MAKE A WAY MEDIA".**

TO ORDER ONLINE/BY CARD:

- 1) GO TO
MAKEAWAYMEDIA.COM/SHOP
- 2) PLACE YOUR ORDER
- 3) PRINT OUT YOUR
RECEIPT AND GIVE IT TO YOUR
CHILD'S TEACHER BY THE DUE
DATE.

BOOK TITLE

QTY

BOOK PRICE

TOTAL COST

BOOK TITLE	QTY	BOOK PRICE	TOTAL COST

NOTES

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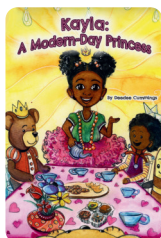
_____ **TOTAL**
(SALES TAX IS ALREADY INCLUDED IN THE BOOK PRICES)

DEEDEE'S BEST-SELLING BOOKS



This discounted bundle includes paperback copies of all five books in Deedee's best-selling series

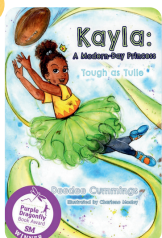
Kayla: A Modern-Day Princess for just \$70. Throughout the series you will watch young Kayla grow up and overcome adversity to achieve her dreams of becoming a Broadway star. These books are inspired by Deedee's own daughter, **Broadway star Kayla Pecchioni**. This series will inspire children of all backgrounds, interests and ages, your child will benefit from learning new coping skills discussed throughout the entire series.



Kayla: A Modern-Day Princess
\$11 paperback
\$21 hardcover



Kayla: A Modern-Day Princess
Dishes, Dancing and Dreams
\$15 paperback
\$21 hardcover



Kayla: A Modern-Day Princess
Tough as Tulle
\$15 paperback
\$21 hardcover



Kayla: A Modern-Day Princess
These Shoes Are Made for Dancing
\$15 paperback
\$21 hardcover

Heartwarming story about the importance of family, dreams, and knowing your worth. "We were looking for bedtime stories with hopeful endings. This is it!"

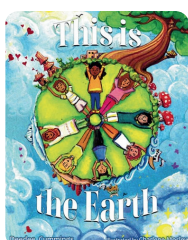
Kayla learns you can find friends in the most unexpected places and they can help you on the journey of becoming who you were meant to be.

Through kindness, patience, and mindfulness, Kayla demonstrates for others how to handle issues related to acceptance and peer groups.

Kayla overcomes loss, self-doubt and prejudice. Thanks to her family and friends, she is able to find the circle she needs to keep pursuing her dreams.



Kayla: A Modern-Day Princess
A Little Magic
\$15 paperback
\$21 hardcover



This is the Earth
\$15 paperback
\$21 hardcover



In the Nick of Time
\$17 paperback
\$21 hardcover



In the Nick of Time Too
\$17 paperback
\$21 hardcover

Kayla has grown into an independent young woman with plans of her own. Kayla and her mom realize life's gifts have prepared Kayla for an exciting future as a Broadway star.

The Earth is home to all of us. This poetic book models the language of peace and helps serve as a reminder that we all have more in common than we do that separates us.

Nick Saint accidentally gets a letter meant for Saint Nick. He is taken on a journey of exploring what poverty & gratitude means, as well as the real meaning of the holiday season.

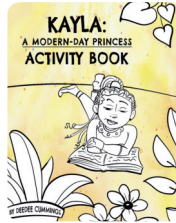
Nick and Cooper are best friends. In this holiday adventure, they learn that Santa doesn't have to look a certain way. Santa looks like love and that comes in all shapes, sizes and colors.

SOCIAL-EMOTIONAL LEARNING ACTIVITY BOOKS



**Journal: If a Caterpillar Can Fly,
Why Can't I?**
\$15

This therapeutic, fun and thought provoking journal helps kids learn all about self-awareness, resiliency and the undeniable power of dreams. It's a great tool to inspire and motivate kids to set goals and stick to them.



**Kayla: A Modern-Day Princess
Activity Book**
\$15

This activity book will help quiet anxious thoughts and reinforce important social-emotional skills that kids need to grow up mentally strong. The activities support kids in developing a positive view of themselves and a strong growth mindset.



Deedee Cummings is a professional dreamer. She is also an author, therapist, attorney, and mom from Louisville, Kentucky. She is the founder of Make A Way Media, Make A Way Mindset, and The Louisville Book Festival.

Her award-winning books focus on hope, diversity, social justice, and therapeutic skills for children and adults. Her work has been featured in HuffPost, Forbes, NPR, USA Today, Essence Magazine, Psych Central, Well+Good, and The EveryGirl, among other media outlets.

Deedee believes that literacy is a fundamental human right and has made it her mission to ensure all kids and adults have access to books full of characters who look like them. Her stories inspire readers to embrace their own magical life and chase after their dreams.

Give your students:

- ★ confidence
- ★ resiliency
- ★ empathy

**and the unwavering belief that they have
the power to make the world a better place.**
(No purchase necessary to receive the free resources.)

Get
FREE RESOURCES

