



## PJ Our Way FAQ's

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### What is PJ Our Way (PJOW)?

PJOW is the newest chapter of PJ Library for kids ages 9-11. Reading is in Cohort 3 of the pilot program, which started in September 2014. The pilot is funded by the Harold Grinspoon Foundation (HGF) in partnership with PJ Alliance funders.

### How is PJOW different from PJ Library?

PJOW is designed to meet the developmental needs of 9-11 year-olds by offering book choice and creative outlets and leadership opportunities. Every month, kids visit the website, [www.pjourway.org](http://www.pjourway.org), to choose one book from a selection of four high-quality titles with Jewish themes. Books are then mailed to kids' homes. PJOW members can also post comments and reviews onto the website.

### Who is eligible for PJOW?

Families with 9-11 year-olds living in one of the pilot communities are eligible to sign up for PJOW. Parents can sign up with their children beginning on their child's 9th birthday until the day before their child's 12th birthday. All kids' subscriptions remain active for at least one year.

Each child, including siblings, enrolls separately. Geographic coverage areas are determined by each community's PJ Library zip code list.

### How do kids sign up for PJOW?

Kids sign up for PJOW with a parent or guardian at [www.pjourway.org](http://www.pjourway.org). Enrollments are approved by PJOW staff at HGF within 2-3 business days. Once enrolled, kids receive a PJOW book in the mail welcoming them to the program. The current welcome book is *Jordan and the Dreadful Golem* by Karen Goldman. Read more about it on our parent blog: <http://www.pjourway.org/parents-blog/2014-09/jordan-and-the-dreadful-golem>



## How does PJOW book selection work?

Kids can choose a book every month. The selection period is from the 1<sup>st</sup> to the 10<sup>th</sup> each month with book selection closing at 12:00 am ET on the 10<sup>th</sup>. During that time, three reminder emails are sent from HGF to parents and kids, and kids visiting the website will see a prompt to choose a book. Books take 4-6 weeks to arrive and usually arrive during the middle of the following month. Note: In general, once a subscriber has chosen a book, they will not get a reminder email. However, when the reminder email is sent out on a Sunday, people who have picked a book between Friday and Sunday will still get a reminder.

## Approximately how long is an average PJOW book?

The average length of a PJOW book is 150 pages. You can find descriptions for most PJOW books on the website. [Click here](#) to see an example of the length of the welcome book, *Jordan and the Dreadful Golem*.

## Where can parents find out more about PJOW?

We have a number of great resources for parents. On the website, the [PJOW Parent Blog](#) offers reviews of every book in the PJOW line-up. For parents who want to start PJOW book clubs, there are book guides and a Book Club Road Map soon to be available on the PJOW resource page.

## Is the PJOW website safe and are comments on the PJOW site moderated?

Yes. While the website is viewable to non-users, only subscribers can post reviews and select books. Furthermore, all subscribers create usernames not related to their real names so they cannot share identifying information on the site. The site does not link to social media sites or YouTube. All reviews, videos, and comments are moderated by PJOW staff before they are posted.

## In addition to receiving free books, are there other ways kids can get involved with PJOW?

PJOW is more than just a book program! All members are encouraged to post reviews and comments directly to the website, and send video trailers and blog posts to us at [info@pjourway.org](mailto:info@pjourway.org).

Kids can also apply to be on the national Design Team, which is a select group of PJOW members who meet monthly via video conference to create content for the website under the



supervision of PJOW Content and Program Coordinator, Saskia Swenson Moss in partnership with a teen leader chosen each year to help mentor team members. For more information, contact Saskia at [saskia@hgf.org](mailto:saskia@hgf.org).

PJOW kids can also act as ambassadors for PJOW, working with professionals to market the program to schools and after-school programs, and taking a leadership role in helping to plan programs. We are also always happy to take recommendations for kid reviewers for our more informal Kids Advisory Committee. For more information contact Saskia at [saskia@hgf.org](mailto:saskia@hgf.org).

**If parents are having trouble signing up for PJOW or receiving their books, who should they talk to?**

For any and all PJOW questions- especially those involving tech support- parents can email [info@pjourway.org](mailto:info@pjourway.org) or call 413-276-0800. Our wonderful customer service staff person, Lisa Dawson, checks these emails every day, and that's the best and quickest way for issues to be resolved.