STORY IDEA CONTEST: AGES 5–12

Welcome, Teachers: Roald Dahl’s Imaginormous Challenge is back! Inspired by Roald Dahl—author of beloved stories such as Charlie and the Chocolate Factory, Matilda, Fantastic Mr. Fox, The BFG, and James and the Giant Peach—this story idea contest for ages 5–12 will open a world of storytelling and creativity for your students as they explore the wondrous potential of small ideas.

Use the activities in this guide for grades 3–5 to engage your entire class in discovering the power of their own pure imaginations—and to help them develop story ideas to enter for a chance to see their ideas transformed into a spectacular creation!

Before and/or during the activities: Share books and excerpts by Roald Dahl with your students to help inspire and motivate them as they create story ideas.

ACTIVITY 1: Coming Up With Story Ideas
How can we create and capture exciting ideas for stories? Introduce students to author Roald Dahl, who turned short ideas he had into famous stories. Distribute Activity 1 to students to help them get started.

ACTIVITY 2: Make a Story Idea Imaginormous
How can we turn the small seed of a story idea into something bigger and even more exciting? Distribute Activity 2 and read about how Roald Dahl had many twists and turns in his stories. Guide students to take their ideas from Activity 1 and put them through the “Twist-and-Turn Tumblers.” Discuss as a class whether their ideas became more interesting.

ACTIVITY 3 (Take-Home): Imaginormous Challenge 2018
Invite students to craft their most creative, wildest story idea—in 100 words or less. Distribute Activity 3, which includes a take-home letter to parents and guidelines for submitting entries. Go to imaginormouschallenge.com for details. Teachers or parents can enter student ideas on the website.

ADDITIONAL RESOURCES:
Visit imaginormouschallenge.com/teachers for downloadable copies of these materials as well as other Roald Dahl lesson plans.
Roald Dahl's stories often started as tiny ideas scribbled into his beloved “Ideas Books.” These little ideas would later become the stories, characters, and imaginative worlds featured in Charlie and the Chocolate Factory, Matilda, The BFG, and many more. Inspiration for a story idea can come from anywhere. Visit the rooms of Wonka’s Ideas Factory below to help stir up ideas. Write or doodle them on separate paper or in your writing journal. Don’t be afraid to let your imagination run wild!

Roald Dahl was a creator of very fun and memorable words in his stories. Diddly, fizzwiggler, and rommytot are just a few examples you can find in his books. What wonderful words will be in your story? Start by thinking of a favorite word. Or one that you just like.

• Where have you heard the word? Why do you like it?
• Pick an exciting word from one of Roald Dahl’s stories that you have read. Think about this word, and reread where it came from. Is it something that you could use in a story idea?
• Make up your own word! Think big and fun!

The setting of a story is where it takes place. If you could take a picture of your story idea, how would you describe where it is? Write or doodle details, such as:
• Is it in a country, a city, an imaginary world?
• When does it take place? Is it the past, the present, or the future?
• What’s the weather like?
• What’s the environment? Is it inside a rainbow, a toy store, a forest?

Characters make story ideas come to life. Think of an interesting person you have met—or whom you would like to meet. This can be a real person—or an imaginary person! To develop a character, write or doodle important details about this person, starting with:
• What is their appearance?
• Where do they live?
• How do they communicate?
• Do they have a special talent or distinct personality?

Story ideas can begin anywhere. For example: interesting things you see; dreams; inventions you’d like to create; delicious (or gross) flavors; things that make you happy or angry; interesting places; fascinating facts; intriguing photographs; conversations you overhear; books, films, and plays. The possibilities are endless!

Write or doodle what comes to mind as you read the above examples. Then think more about why you wrote something.

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You can make a story idea Imaginormous by adding special details to create new excitement and interest.

Roald Dahl did this a lot. When you read his books, you’ll find that his descriptions and dialogue are full of fun twists and turns.

Try it yourself by visiting the Twist-and-Turn Tumblers below. Here’s what to do:

1. Look for ideas you wrote or doodled in Activity 1.
2. Read each of the three Tumblers below.
3. Apply one of the Tumblers—or a mix of more than one—to a story detail. Write your new idea on separate paper.
4. How does the idea sound now? Is it Imaginormous?
Willy Wonka, the world’s most renowned confectionery inventor, is on a special mission to discover new and amazing story ideas from kids across America!

Your story idea could make you one of five lucky GOLDEN TICKET winners!

“Tremendous things are in store for you! Many wonderful surprises await you!”
— Willy Wonka from Charlie and the Chocolate Factory

Calling all parents: Willy Wonka is searching for inventive story ideas from kids across the United States in his pursuit of 5 NEW GOLDEN TICKET winners, who will be rewarded beyond their wildest imaginations!

In school, your child has been learning how to create fun and dynamic story ideas by studying Roald Dahl, author of beloved stories such as Charlie and the Chocolate Factory, Matilda, Fantastic Mr. Fox, and The BFG.

We hope you encourage your child to submit their best 100-word story idea to Mr. Wonka!

Visit imaginormouschallenge.com with your child to enter the contest.

CONTEST DEADLINE: May 1, 2018

Visit the website for more details and for Terms and Conditions.

Mr. Wonka will transform the five winning story ideas into extraordinary creations beyond anyone’s wildest dreams, from:

- an immersive Minecraft world …
- to a short publication with the help of authors Henry Winkler and Lin Oliver …
- to a theatrical creation with the Charlie and the Chocolate Factory Broadway team …
- and more!

• Trips to New York, Seattle, and Hollywood
• Each winner also receives a Roald Dahl set of books for their school

NO PURCHASE NECESSARY. Enter between February 1, 2018, and May 1, 2018. Open to residents of the fifty (50) United States and the District of Columbia, who are ages 5–12 at time of entry. Void where prohibited or restricted by law. Entries will be judged on creativity and imagination. Five (5) winners will be chosen from all eligible entries received by the entry deadline. See Official Rules at imaginormouschallenge.com for terms and conditions.
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