



Read·A·Thon

Simple Program.
Outrageous Results.

www.read-a-thon.com

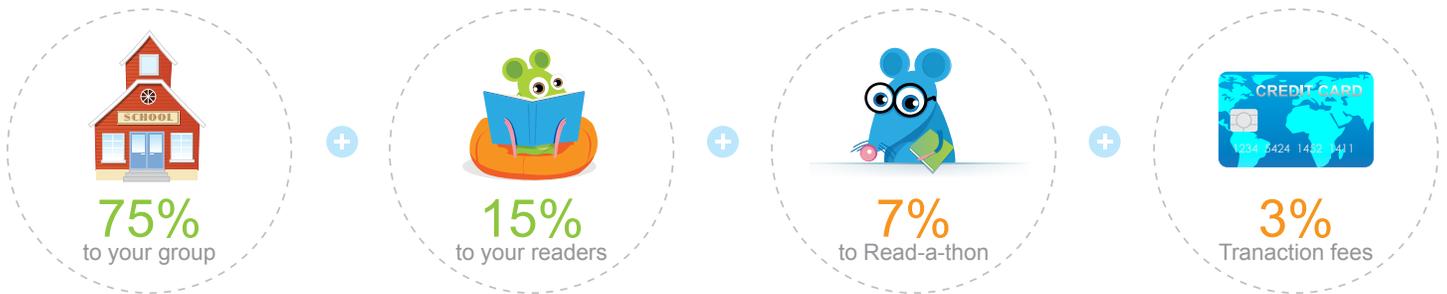
How it Works



What you need to know about the program

- ✓ There is No Cost and No Obligation
- ✓ Focus on reading instead of selling products
- ✓ Free starter pack with all the materials you need for your Read-a-thon
- ✓ Get donations from anywhere in the world
- ✓ Read-a-thon's can be held at any time during the year
- ✓ Prize Program Included
- ✓ Free prize for every student that activates their page
- ✓ We track all the money and reading sessions for you in real time
- ✓ Minimal time commitment to run the program
- ✓ No products to sell or hassle with

So Where Does All The Money Go?



Your School or Group gets to keep 90% of all the money raised.

Read-a-thon Facts

- Our average donation is \$29.30 *Our largest single donation was \$2,500.00
- One reader got donations from 68 different sponsors
- We have received donations from 15 different countries
- Your Read-a-thon website is a perfect place for local advertisers to reach out to a very specific target market. You can increase donations by thousands of dollars
- You can view transaction history in real time
- Our website and print materials are available in both English and Spanish
- Your school and readers keep 90% of every dollar donated
- All bookkeeping is done for you and is available in real time.

Supporters love leaving personal encouragement with their donations

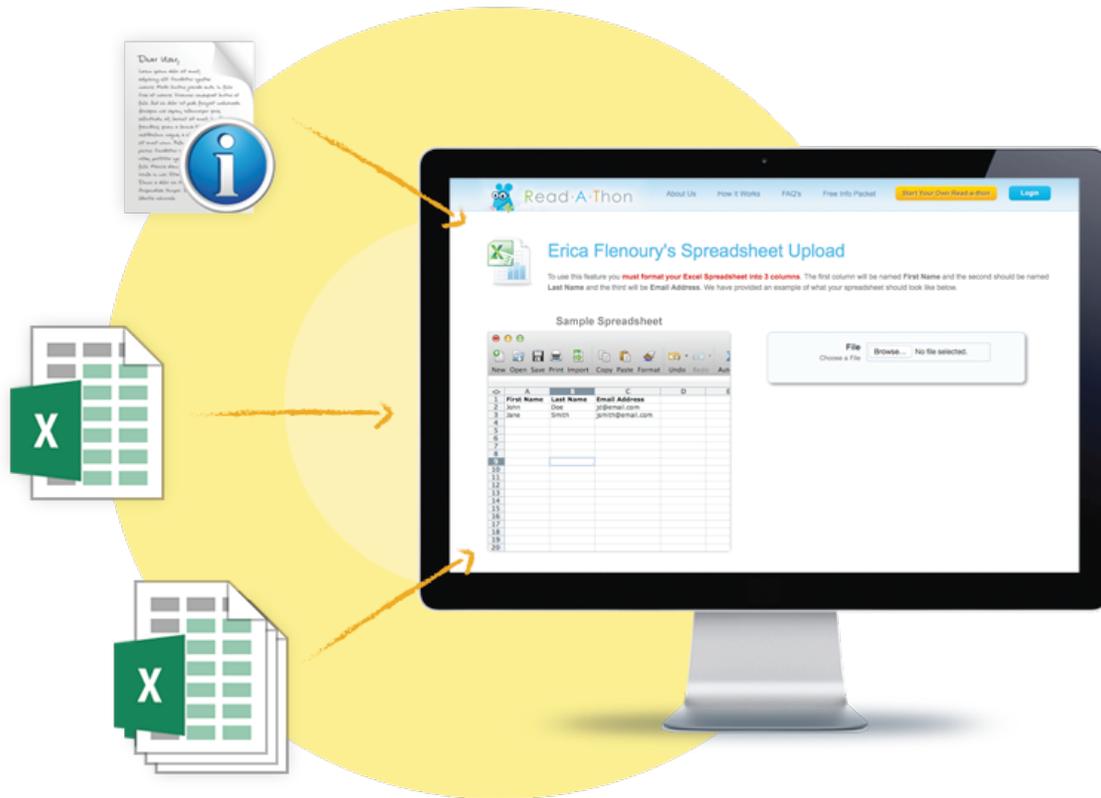


"Hi blake, this is your mommy. Good job on your learning to read and keep up the great work. "

Legacy Christian Academy
28 minutes ago



What You Need to Get Started



1

Your Group Information: We will need your group name, address, contact information and the name of your administrator. We will need a short description of why you're raising money and we strongly suggest you upload a photo of your school, logo, mascot or anything else people will associate with your group.

2

A List of Your Teachers: We will need the first and last name of each teacher and their email address. The best way to enter teachers is by uploading a 3 column spreadsheet that includes that information.

3

A List of Your Readers: Once your teachers have been entered you will upload all of your readers. We need first name, last name or initial and an email for the parents if you have one. Emails are not required. You will upload readers by class so it's helpful to have 3 column spreadsheets of readers divided by class.

Your FREE Starter Kit



1

Administrator Handbook: The admin handbook includes a recap of all of your dates and log in credentials. It also includes pages of instructions and suggestions for running the most successful fundraiser possible.

2

Reader Take Home Sheets: We will send each one of your readers a personalized instruction sheet that will be separated by class. This sheet is handed out one week prior to your first reading session and explains to the parents how to activate their reader page and use the fundraising tools.

3

Green Reminder Bracelets: We will send you one green reminder bracelet for each one your readers. You should distribute those the same day you hand out your first reader take home sheet. Get each reader to place it on their wrist before they go home. The bracelet says “Ask about my Read-a-thon Sheet.”

4

Reminder Take Home Sheet: We will send a personalized reminder sheet for each one of your readers. You should send this home the day you hold your first reading session. It will remind the parents you need them to activate their reader’s personal page.

5

Posters: We will send you enough posters to promote your Read-a-thon throughout your school. There is room on the posters for personalized messages.

6

Business Sponsorship Media Letters: We provide letters explaining how local businesses can support your Read-a-thon.



The Ideal Schedule.

We suggest you follow the following schedule. It is not mandatory to follow this schedule but the program was designed this way to insure maximum results.



Get Your Readers Entered

You want to make sure your readers have been entered into the system at least 14 days before you plan on holding your first reading session.



10 Days before First Reading Session

You should have your 1 page Reader Take Home Sheets by now. We can print your reader sheets for you at no charge if you request them. The sheets include instructions on how your readers build their personal page. Each sheet is unique to a specific reader and includes a secret code for us to identify the reader.



7 Days before First Reading Session

You should hold a meeting or assembly where you discuss your Read-a-thon with your readers. You will hand out the reader take home sheets at this meeting. Be sure to tell your readers that they will get a FREE prize when they build their page.



Your First Reading Session

By now you will have determined where you will hold your reading sessions. We offer session timers so that sessions can be held school wide, in class or individually. You should hand out your reminder sheets.



After Your Final Reading Session

When you have completed your last reading session you need to log in to your dashboard and click End Read-a-thon. This will start a 10 day countdown. We will continue to accept donations during this period and readers will be reminded if they have any unspent prize money that they need to spend it. At the end of that 10 days unredeemed money becomes worthless. Your first check is mailed to you and your prizes are pulled and shipped to your school.

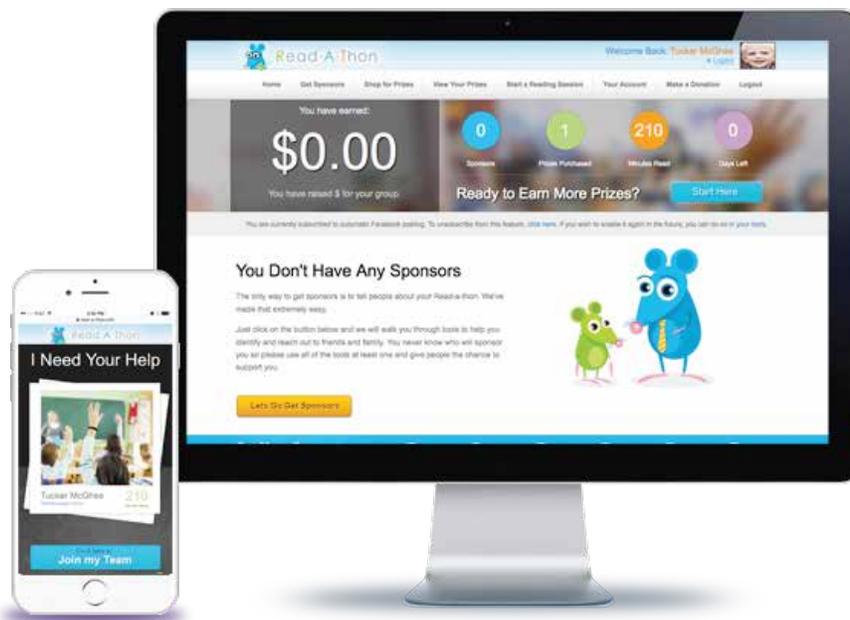
Just a few simple steps to the best fundraiser you've ever had.

The Reader Experience

Each reader activates their own secure personal Read-a-thon donation page which they manage from their own Read-a-thon dashboard. To personalize their pages readers can upload a photo to star in a video or simply post a static photo.

Photos help sponsors immediately recognize the reader they are supporting.

Below you can see a sample a Reader pages:



With the help of parents and family the reader shares their donation page with friends and family via social media, emails, texts and print brochures.

Those people are asked to sponsor the reader by making a one-time, lump sum donation that is collected right then. Donations are made online using credit or debit cards, e checks or PayPal.

Sponsors are asked to leave encouraging comments which are then posted on the readers' web pages.

Readers use the dashboard tools to share their Read-a-thon, hold reading sessions and keep track of all Read-a-thon information.

Why Donations and Not Pledges

History has shown that pledges are a turn off to many sponsors. If a sponsor doesn't have any idea of how many units will be completed they have no idea how much money they are pledging. Usually that results in smaller pledges.

History also shows that many pledges are never collected. Many people will pledge money to a reader but never submit their final payment. Reasons for that include not understanding how much they are donating, not having the money when the payment request is made or simply ignoring emails asking for payment.

We continually test our reader donation pages so that we can maximize not only the number of donations received but also the amount donated.

The average single donation made through our system is slightly more than \$28.

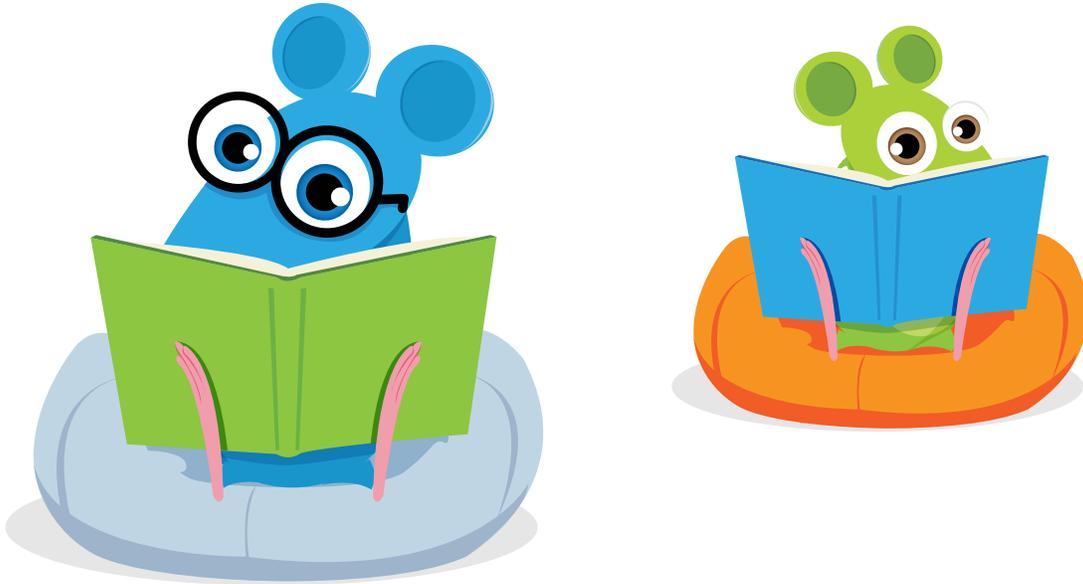
Our highest single donation to date was for \$2,500.

Our record for the most donations received by a single reader is 68.

We have received donations from 15 different countries to date.



Reading Sessions



Our program is designed for readers to complete 10 reading sessions during a suggested two week period.

So what is a reading session? You decide.

You are in complete control of reading sessions.

You can assign specific reading assignments or allow readers to choose their own reading materials.

We provide session timers for readers, teachers and admins if you want us to track reading sessions.

If you use our timers you can choose 10, 20 or 30 minute sessions.

The most successful schools hold their reading sessions during class time. Most students spend some time during the day reading so our system allows you to simply monetize what you are already doing.

Managing Your Read-a-thon

Your Read-a-thon administrator gets access to the most state of the art fundraising dashboard available anywhere.

We provide real time visibility into reader participation levels, donations and reading sessions.

You have access to reports at the click of a button to view results by individual reader, by class or by school.



When you log in to your dashboard you will quickly see the most important information including how much you've raised and how many sponsors you have.

You'll find a message center that makes communication with your teachers and readers extremely easy.

We eliminate the need for volunteers and time consuming record keeping by providing all the information and actionable tools you will need to manage your entire fundraiser from your computer or mobile device.

What If Computer or Internet Access is Limited?

Many people struggle unnecessarily with the concept of an online fundraiser. The struggle is rooted in two concerns.

People don't want to donate online: We provide a way for you to collect cash donations if necessary but more people are comfortable with online transactions than you think. The cash donation system is explained below on this page.

What about readers with no internet access?: Statistically 85% of the people in the USA have internet access at home, on a mobile device or at work. However we do offer a paper solution to families with absolutely no internet access.



Can We Accept Cash Donations?

Even though Read-a-thon is predominantly an online program we do understand that some people still want to support readers by making small cash donations.

We have created a dashboard tool where you can accept cash donations.

Money is turned in to the administrator and entered into the database by reader and amount. Once all cash donations have been received the admin can then take the collected cash, deposit the cash into their account and pay for the lump sum of cash donations with a credit or debit card.

Each reader is credited with their cash donations.

Meet Richland Elementary



They Raised \$41,818.36

Elizabeth Williams took over as fundraising chairperson for Richland Elementary and was charged with finding a better way to raise money. They had been selling fundraising products for years.

Elizabeth found www.read-a-thon.com and thought it sounded great. She was a little nervous but talked her school into trying the program.

She's not nervous anymore!!

They raised more than \$41,000 their first year which was more than 2 ½ times what they had ever made selling products.

Here's what Elizabeth said:

"The principal loved it, the teachers loved it, the students loved it, and the parents loved it because of the educational theme and that we raised two and a half times more money than our previous catalog fundraiser. I especially loved it because I look like a hero for recommending it!"



View their whole story at
www.read-a-thon.com/story

Stop selling the overpriced fundraising products that nobody wants.

We are here to help. Feel free to contact us with any questions.



Toll Free

1-866-888-5155



Email

sales@read-a-thon.com

Did you know you could raise more money than ever before just by focusing on Reading?

- ✓ Kids focus on reading instead of selling
- ✓ All the money is handled and tracked for you
- ✓ Kids earn prizes, games and books in their very own store
- ✓ Real time reporting lets you see exactly how you are doing
- ✓ Even friends and family from out of town can support your reading efforts.
- ✓ No more hassle with sorting and distributing overpriced products