

# How to Organize the Read-a-Thon

## What It Is

The annual Read-a-Thon fundraiser is typically a 4 week reading challenge. Students obtain pledges from their families and community to read a set number of minutes a day. They track their reading and submit weekly tracking reports. They turn in their pledges at the end of the month. Prizes are awarded for students based on tracking sheets returned.

### 1) Organize the Read-a-Thon Committee

The committee consists of least 3 coordinators and 2 members at large.

#### Program Coordinator

The purpose of the Program Coordinator is to integrate the fundraiser into the library and to get staff invested.

- Committee Chair - leads committee work, reports to PTO leadership
- Point person with Librarian and school staff - coordinate to integrate event into library, coordinate with principal to share event info with staff prior to launch, serve as a clearinghouse for questions
- Launch event planning/execution - in school/library, push info out to social media, principal newsletter, PTO publications
- Promotional lead - connect with PTO to get info on social media/PTO publications, work with event coordinator on bulletin board or other in school promotions

#### Materials Coordinator

The purpose of the Materials Coordinator is to involve local businesses and update handouts to encourage participation

- Update print materials
- Get copies made and delivered on time to school for distribution
- Make and print bookmarks to be given out to kids
- Coordinate procurement of prizes (Orca Books, Browsers, Barns and Noble, Danger Room, etc)
- Write Thank You letters to donors
- Purchase Grand Prizes

#### Event Coordinator

The purpose of the Event Coordinator is to increase student participation week over week (last year the average was 45 student slips submitted weekly out of 200 student in the school)

- Create and put up bulletin board at school to track or encourage participation in the event
- Collect reading and tracking sheets and track progress each week
- Collect donation sheets and coordinate with PTO Treasurer
- Run the raffle