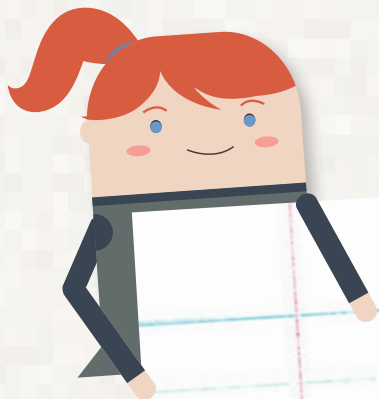# Quick Start Guide

read FOR MY SCHOOL®

Supporting schools one book at a time.

Dear Customer,

Hello and welcome to Read for My School! We are extremely excited to offer you a new and innovative approach to community fundraising that combines our love for reading while teaching the importance of giving back to your school.

Read for My School is a digital fundraising solution that empowers you to create and promote **high impact, high value school** read-a-thons. Fast to setup and easy to use, Read for My School provides an education-based community fundraising opportunity that aligns to what is being taught in school while providing a fun and engaging way to motivate children to read!
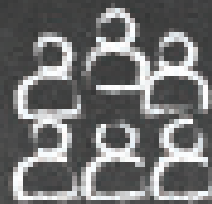
Your Read for My School Quick Start Guide provides you with all you need to create, manage, and promote a successful read-a-thon. Whether you are looking to promote a large school or small classroom fundraiser, with **Read for My School, it's as simple as 1, 2, 3!**

So what are you waiting for? Let's starting reading and fundraising today!

Sincerely,
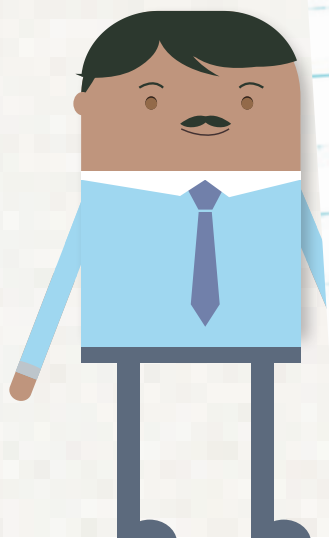
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CREATE IT!!

Build Teams

Tell your Story

DRIVE Excitement!

Set GOALS

MANAGE Reports
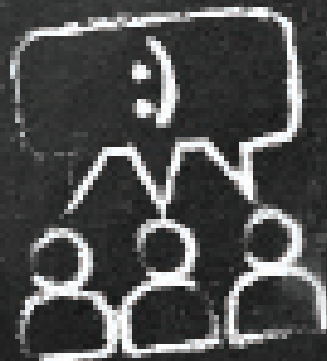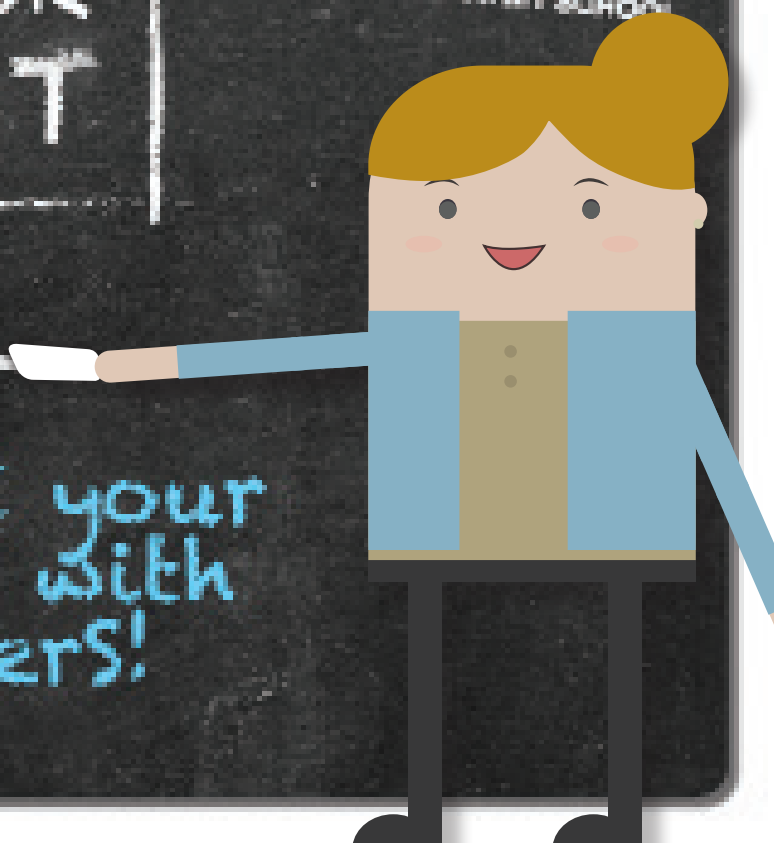
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MANAGE Profiles

ADMINISTRATOR TO-DO LIST

Communicate

ACCESS Resources
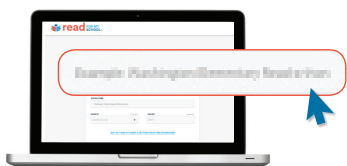
SHARE your story with others!

CREATE IT

Creating a **Read For My School** administrator profile is *quick and easy* to setup. Just follow the steps below and schedule when you would like it to run. It's that easy!
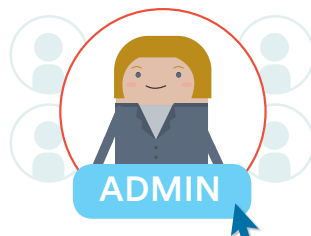
STEP 1:
Name Your Fundraiser

STEP 2:
Create Your Profile

ADMIN

STEP 3:
Connect Payment

stripe

S Connect with Stripe
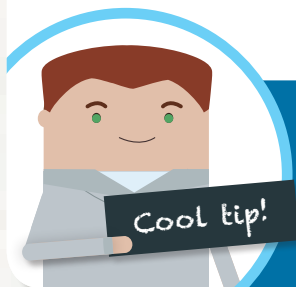
Cool tip! Take a moment to setup your bank account with Stripe so that all online pledge donations received through your fundraiser are wired directly to your preferred bank account.

TELL YOUR STORY

Take a few minutes to build out your fundraiser story and create a deeper connection with your supporters as well as donors who care.

Post an image!

Share a video!

vimeo

YouTube

Share your story!

SCHOOL

Cool tip! The more customers understand your fundraising message, the more they will want to get involved so take some time to create a story that delivers the right message to your customers!

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BUILD TEAMS

A successful fundraiser is all about teamwork so start building your teams and invite your supporters to join in on the fun!

Dear John,
I'd love to invite you to join our fundraising team!

Cool tip! Be sure to invite your team leaders (teachers) first to setup your reading and fundraising teams. Just go to your ROSTER page and choose your invite options!

SET GOALS

Every fundraiser needs goals, so make sure you set the appropriate reading and fundraising goals that work for your community!

GOAL

TIMELY
MEASURABLE
REALISTIC
SPECIFIC
ACHIEVABLE
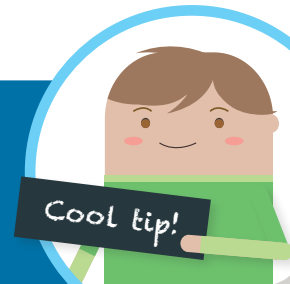
Cool tip! Setting the right reading and fundraising goals is important so some time to work with your team leaders to set goals that work best for your community, teams, and individual reader needs!

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DRIVE EXCITEMENT

Kids love a little competition and the best way to drive that is through your custom reading and fundraising leaderboard.

Cool tip! Work with team leaders and post your leaderboard results each week to drive excitement and hallway water fountain chatter with your readers!

MANAGE REPORTS

Enjoy access to real-time team and individual reader progress so you are always on top of managing a successful fundraiser.
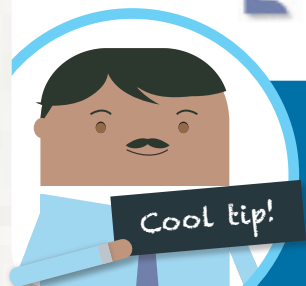

Cool tip! Real-time reports keeps you on track for managing your school fundraiser progress. You can even build out prizes structures focused on top team and reader performance!

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ACCESS RESOURCES

Need help? Go to your toolkit to access reading and fundraising resources that will make your school read-a-thon a bit easier for you!

Yay!!

Cool tip! Get Team Leaders involved by printing posters, stickers, and certificates to help drive excitement in the classroom for your fundraiser!

CREATE PROFILES

Create and manage multiple profiles under one account so that you can easily track reading and fundraising progress across multiple readers.

KATE JOHN MIKE LILY TAYLOR SARAH SIMON

MAYA

TOTAL RAISED
$500

TOTAL MIN. READ
150

TOTAL BOOKS READ
12

Cool tip! Creating profiles gives teachers as well as parents an easy way to manage student progress and participation in your read-a-thon!

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SHARE YOUR STORY

Connect your cause to friends and family through a variety of social fundraising tools and reach your targeted financial goals.

Cool tip! Make sure that you customize your public donation page so that donors who care get a deeper understanding of your school fundraiser story!

START READING!

Take some time to pick up a good book and start reading. The more you read and fundraise, the more you are helping your school reach its goals.
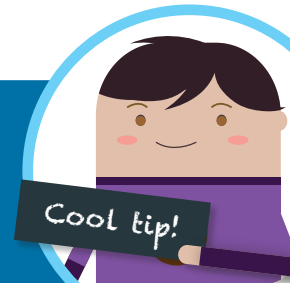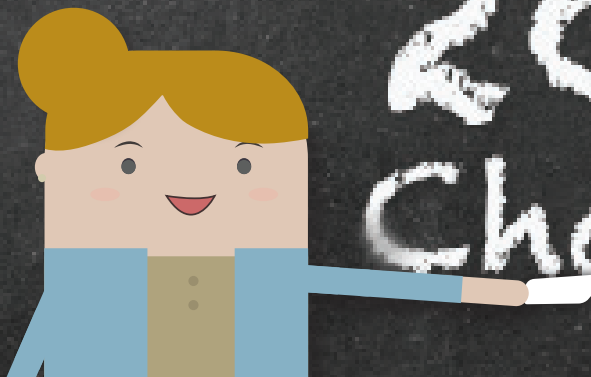
Cool tip! Take the **20/20 Challenge!** Read 20 minutes a day with your child for 20 school days. That's 400 minutes and one calendar month to share the power of reading with someone you love.

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Read

20 / 20

minutes per day!

Fundraise

school days!

Take the 20/20 Challenge!

WHY READ 20 MINUTES PER DAY?

Research shows that reading an average of **20 minutes a day** greatly increases a child's vocabulary fluency and comprehension while improving their test scores over children who read less.

WHY FUNDRAISE FOR 20 DAYS?

Developing the right cause-marketing message through reading is not built in a day. We believe **20 school days** (one calendar month) allows you to deliver the right message and connection with your supporters providing children the time to read and be the voice of your cause!

| STUDENT A	STUDENT B	STUDENT C
20 minutes per day	5 minutes per day	1 minute per day
3,600 minutes per school year	900 minutes per school year	180 words per school year
1,800,000 words per year	282,000 words per year	8,000 words per year
Scores in the **90th** percentile on standardized tests	Scores in the 50th percentile on standardized tests	Scores in the 10th percentile on standardized tests

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Goal Setting

SETTING GOALS THAT WORK FOR YOUR SUPPORTERS!

Goal setting is extremely important so take some time to work with your team leaders to build reading and fundraising goals fit your community needs.

Here are some things to think about:

- ☑ Overall fundraising and reading goals
- ☑ Individual student fundraising and reading goals
- ☑ Align goals with what is being taught in the classroom

GOAL SETTING	OVERALL GOALS	INDIVIDUAL GOALS
FUNDRAISING	Set overall goal that all teams will work together to achieve. Example: $10,000	Forecast a per student fundraising goal Example: $50
READING (Minutes)	Set a "stretch" goal that all teams will work together to achieve Example: 1,000,000 minutes	Team leaders can set their own reading goals based on grade level and reading proficiency. Example: 400 minutes
READING (Books)	Set a "stretch" goal that all teams will work together to achieve Example: 1,000 books	Team leaders can set their own reading goals based on grade level and reading proficiency. Example: 5 books

The most important thing to know about goal setting the right way is that it's up to you! Just make sure that you are aligning your reading and fundraising goals to achievable expectations and you will have a great read-a-thon experience!
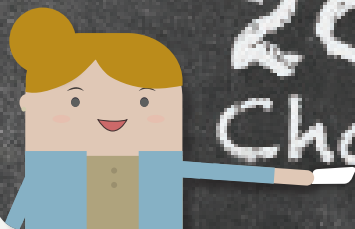
Take the 20/20 Challenge!

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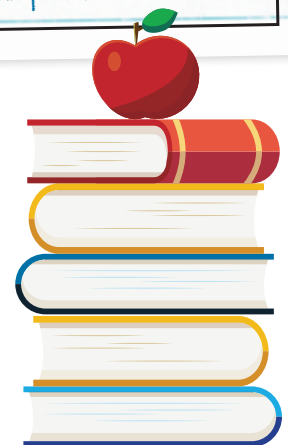
Setup Prize Structure

Here are some things to think about:

- ☑ Create team and individual achievement prizes
- ☑ Align prizes to your goals
- ☑ Drive excitement through your leaderboards
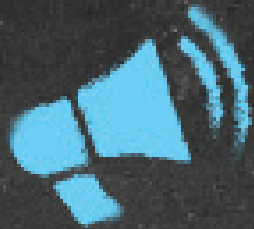
Take the 20/20 Challenge!

CREATE A PRIZE STRUCTURE THAT IS FUN AND ENGAGING FOR EVERYONE!

While there are many ways to drive excitement through prizes, we suggest implementing team and individual prizes based on performance that aligns to tools we already have built into the Read for My School program.

🐷 FUNDRAISING

⏱ READING (Minutes)

📖 READING (Books)

} TOP 3 TEAMS

TOP 3 INDIVIDUALS

Building a prize structure that rewards team and individual progress provides a fun and engaging way to drive excitement for your school fundraiser!
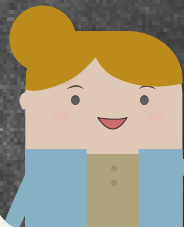
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Communicating the 20/20 Plan

Here are some things to think about:

☑ Create team a Read For My School fundraiser

☑ Schedule time to develop your 14 day communication plan

☑ Work with team leaders to set achievable goals and rewards

Take the 20/20 Challenge!

YOUR COMMUNICATION PLAN "TO DO" LIST

A successful fundraiser needs the right communication plan so here's a quick "To-Do" list to get your supporters ready when you launch your reading adventure!

2 Weeks — **before launch**, invite all team leaders to register so that your reading and fundraising teams are ready to go when your read-a-thon begins.

1 Week — **before launch**, setup a team leader meeting to discuss overall fundraising and reading objectives and to finalize setting goals that will work for your read-a-thon.

DAY of LAUNCH — Send home a Read For My School overview and parent letter outlining your reading and fundraising goals and objectives.

Weekly Updates — At the end of each week, send out a quick status check on team and individual progress against reading and fundraising goals.

Quick Tip — Access your toolkit to download 20/20 resources that you can use as templates for your communication plan.

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Supporting schools one book at a time.

www.readformyschool.com