



# #READ-A-THON

Our program is designed to be your stress-free fundraising solution! Just follow our lead while adding your own TWIST of fun and excitement. We've got the technology, process and automation secret sauce! Let's do this! Plus, we'll give you our blueprint to an unforgettable fundraiser designed specifically to engage your students in **READING** while raising you a crazy amount of money!

1.



## GETTING READY TO ROCK YOUR FUNDRAISER

Pre-Planning and Kick-Off Day

2.



## STUDENT & PARENT REGISTRATION

The MOST Important Part of the Fundraiser

3.



## FUNDRAISER KICK-OFF DAY

Get Excited, the Fundraiser Starts Now

4.



## DURING & POST FUNDRAISER

Keeping the Momentum Going

5.



## FAQ

The Rest of your Questions Answered



## GETTING READY TO ROCK YOUR FUNDRAISER

Pre-Planning and Kick-Off Day



### 8 Weeks Prior to Start Date: Set up Pre-Planning Meeting with Your Representative

GOAL: Get super-prepped for an organized launch. We'll help do the heavy lifting!

#### INFORMATION TO GATHER

- Pick fundraiser kick-off and end dates
- Total enrollment
- Goal amount & reason for fundraising
- Decide who checks will be payable to
- Establish your daily minutes read goal
- Begin discussing custom parent letter
- High-res image of group logo or picture for cause site

#### Spirit Gear Option:

1. FundGive Standard T-Shirt
2. Custom T-Shirt



Our Spirit Gear team can provide your group with cool t-shirts for your Read-A-Thon! Whether you go with our standard event day shirt OR a customized t-shirt, your students will be fitted with awesome gear.

#### FUNDGIVE STANDARD T-SHIRT

- **OPTION 1:** Pre-order and receive with your kick-off kit to promote participation during the fundraiser.
  - Shirt sizes should be collected before the fundraiser by using the Student and Staff Order Form provided by your representative.
  - Requires up to a 2 week notice prior to kick-off day.
  - Submit your Student and Staff Order Form to your representative.
- **OPTION 2:** Order post-fundraiser to commemorate the fundraiser.
  - We collect every student's t-shirt size at registration. Less work for you!
- Rock-bottom pricing for t-shirts when purchased alongside FundGive

## FUNDGIVE CUSTOM T-SHIRT

Our graphics team can produce your custom designed t-shirt for use during the fundraiser or for event day.

- **OPTION 1:** Pre-order and receive with your kick-off kit to promote participation during the fundraiser.
  - Shirt sizes should be collected before the fundraiser by using the Student and Staff Order Form provided by your representative.
  - Requires up to 4 weeks for production and shipping after order placement.
  - Submit your Student and Staff Order Form to your representative.
- **OPTION 2:** Order post-fundraiser to commemorate the fundraiser.
  - We collect every student's t-shirt size at registration. Less work for you!
  - Requires up to 4 weeks for production and shipping after order placement.
- Price varies depending on t-shirt vendor, number of colors, etc.

## PRIZES & INCENTIVES

Work with your representative to create promotions and prizes that make sense for your group. Daily incentives and cumulative prizes will maximize your sale!

- Don't forget to establish "Halfway point goals!"  
Ex: The teachers get to throw a water balloon at the principal 50% of the goal is reached/50% of students have registered.
- Determine participation level (items or amount sold) needed for students to attend Event Day.



Click Here to check out our  
**101 Low Cost/No Cost Prize Ideas**  
guide to pick something amazing!

## NAME YOUR EVENT

Etch your event into the Hall of Fame of Read-A-Thons and take pride in your school by creating a clever name that students will be talking about for years to come. If you are the Awesome Elementary Huskies... why in the world would we just call it a Read-A-Thon when we can call it the "Annual Huskie Reading Rush"? Your behavior programs, uniforms, marquee, etc. are all branded toward your school... so should your Read-A-Thon!

## SET DRESS UP DAYS THROUGHOUT THE FUNDRAISER

Do you have to have dress up days? No. Will your students have more fun and raise way more money if you do? YES... 1,000 times YES! Create excitement around your fundraiser by choosing days during the fundraiser that students get to dress up at school. Dress up days are walking advertisements for your fundraiser. Only a few decisions need to be made here but it will be worth it!

- **Fundraiser Dress Up Days:** Be sure that your principal gets in on the fun! Mismatch Monday, Wacky Hair Wednesday, Crazy Sock Day, etc. Check out Sponsor Dashboard -> Resources for more ideas.

## STEP 1: Get Registered as a Sponsor

PRIOR TO KICK-OFF, get registered and logged in to your Sponsor Dashboard. Your login information will be provided to you via email 5 days prior to the start of your fundraiser.

## STEP 2: Customize Your Cause Webpage

Upload your group's picture/logo, customize your cause text and more on your dashboard. Get creative!



## STEP 3: Materials have Arrived... Now What?

### PACKETS

- Decide how you'll distribute and then count your packets. Most groups distribute by teacher/homeroom.
- Attach a note to each teacher's set of packets or email instructions for them to hold onto the packets until kick-off day. Be sure to include kick-off date, time, and place. [CLICK HERE](#) for template instruction note.
- Leave the leftover packets in the front office for anyone that missed the handout. Let teachers/staff know that leftover packets will be in the front office.

### POSTERS

- Hang provided poster(s) in VERY visible spaces (front office window, cafeteria, hallways, etc.).

### PROMOTE... PROMOTE... PROMOTE SOME MORE

- Utilize social media to market your event. The earlier the better!
- For social media web images go to your Sponsor Dashboard -> Resources.
- Encourage pre-registration before kick-off day. How cool would it be to have raised money before the fundraiser even begins?

## STEP 4: Preparing for Kick-Off Day

Two ways you can kick off your fundraiser: Video OR Live Presentation:



### VIDEO KICK-OFF PREP

- Email all teachers the kick-off video link(s) sent to you via email **2 DAYS** prior to kick-off day.
- Set a time that EVERY teacher will show the video. This needs to be treated like an assembly.
- Make sure each teacher introduces the video with EXCITEMENT. [CLICK HERE](#) for your introduction script.

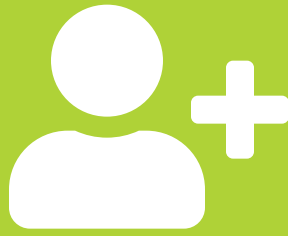


### LIVE KICK-OFF PREP

- Set a time and place for the presentation (think cafeteria/gym).
- A GREAT kick-off starts with a GREAT introduction. [CLICK HERE](#) for your introduction script.
- Make sure to cover:
  - Why we are fundraising
  - Student registration
  - Cash/check/online donations
  - Online shopping (when applicable)
  - Who will support the students (family, friends, etc.)
  - Turn-in dates
  - Prizes

- [CLICK HERE](#) for your kick-off checklist

Whether you're showing the kick-off video during class or doing a live presentation, make sure the principal communicates via email and announces the time and place. EVERY student needs to watch the presentation. Students that don't know what's going on rarely participate.

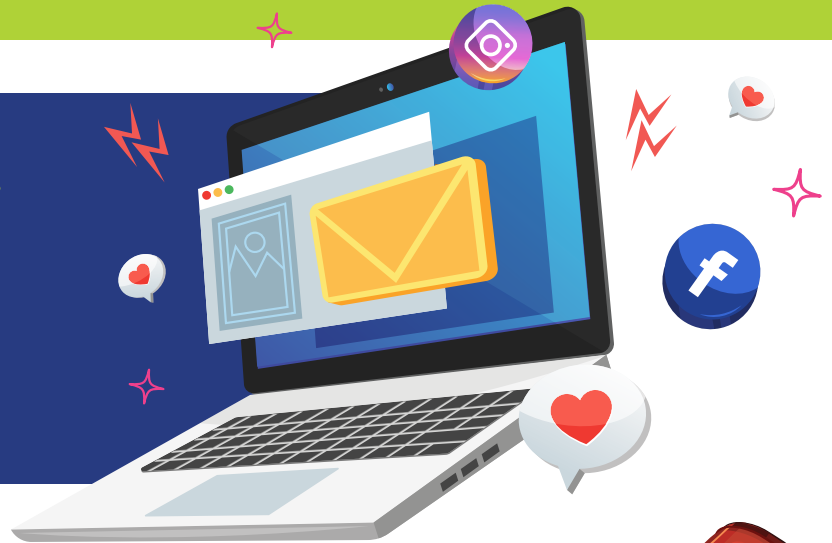


## STUDENT & PARENT REGISTRATION

The MOST Important Part of the Fundraiser

Student registration is the  
**SINGLE MOST IMPORTANT  
TO-DO ITEM**  
for your group's success!

It takes less than 90 seconds and  
can mean all the difference!



### STEP 1: Pre-Registration

You will receive an email 2 days prior to your fundraiser start date that contains your customized launch email template. Follow the instructions provided to send this template email to all students/parents to encourage pre-registration. **This is the secret sauce.**



### STEP 2: Track Everything on Your Sponsor Dashboard

Log in to your sponsor dashboard every day to track, report, and incentivize students who have registered and shared with family and friends nationwide. Beware... it's addictive to watch your profits shoot up! **EVERY Registration = MORE Profit.**

### STEP 3: 50-100% Registration... That's the Goal!

- Utilize our email templates, daily announcements and promotional materials/ideas during the fundraiser to grow registrations!
- [CLICK HERE](#) for Examples or go to Sponsor Dashboard -> Resources Page.



## FUNDRAISER KICK-OFF DAY

Get Excited, the Fundraiser Starts Now

### STEP 1: Remind Teachers

- Send your teachers a reminder of the location and time of the kick-off presentation and that packet distribution NEEDS to happen. This is CRITICAL.
- If teachers are showing the kick-off video in their classroom, provide them with the link to the video and remind them of the date and time they should show it to their students. They need to treat this like a mandatory assembly where everyone shows up. Yep, this is the second time we've mentioned this... it's that important.

### STEP 2: Parent Letter

Use this as a guide for your kick-off! Talk about important dates, what you are raising money for, prizes.

### STEP 3: Announcements

Get EXCITED! Enthusiasm is the first step to success. Make it known that the best fundraiser ever is starting today! [CLICK HERE](#) to check out announcement templates.

### STEP 4: Promote Daily Incentives and Prizes

After implementing over 50,000 fundraisers, we have found that administration involvement, daily promotions and incentives encourage participation and create bigger profits.

If you didn't pick a promotion, take a look at our [101 Low Cost/No Cost Prize Ideas](#) guide to pick something amazing!







## DURING & POST FUNDRAISER

Keeping the Momentum Going



### 3 WAYS CUSTOMERS CAN SUPPORT

#### In-Hand Donations

- Cash and checks turned in by students should be deposited into your account. Keep track of these donations for reporting and prize purposes by inputting the data into your Sponsor Dashboard. We will include them in your Sponsor Dashboard -> Reports section. Boom!

#### FundGive Donations

Supporters can choose a one-time donation OR contribute monthly.

#### FundGive Shopping

Some people want something for their money. Our online store has 500+ items, 14 categories and ships nationwide. Every item ships direct to home eliminating school delivery.



### ACTS OF KINDNESS

We have weaved kindness into our platform because we believe Acts of Kindness can make a difference. Simply sitting next to someone new at lunch can change the course of their year. Writing a "Thank You" note to a first responder instills respect and appreciation. If just ONE life is changed by our Acts of Kindness program, it's worth it.

#### How it Works

**SPONSORS:** In the Settings section of your Sponsor Dashboard, you can toggle "Allow Seller Acts of Kindness" on/off. When on, the Acts of Kindness section will be active and shown on Parent/Student Dashboards which will show 100+ Acts of Kindness that students can perform throughout the fundraiser.

**PARENTS & STUDENTS:** Are students getting paid to be kind? Nope! This is all about paying it forward, NOT getting paid to be kind. Regardless of receiving donations or support, we want to inspire our students to pay kindness forward! Once registered, students can custom enter, drop down menu select, track and share their Acts of Kindness throughout the fundraiser.

**SUPPORTERS:** We've also created a way for your customers to get in on the kindness! At checkout, they are given the option to make an additional donation. By clicking the Act of Kindness box, a total of 3% of their order will be added to cover credit card fees. Your group receives 100% of all customer Acts of Kindness.



## 10 DAYS OF ANNOUNCEMENTS

- We provide 10 days of announcements as your daily commercial to students and staff. They are short and sweet but have a ginormous impact! Remember, a fundraiser that is out of sight and out of mind will fail. Keep the fundraiser top of mind for your students and parents to maximize results.
- [CLICK HERE](#) to check out announcements.



## KEEP YOUR FUNDRAISER ALIVE

Don't limit yourself to setting an "End of the Fundraiser Goal". Most schools multiply their profits when they set halfway points, implement weekend challenges, and incentivize students.

- Example: Duct tape the Principal to the wall when 50% of goal is reached/50% students registered.
- Example: Any student that registers and gets 10 shares clicked over the weekend is entered in a drawing for an Amazon Gift Card.
- Example: Students registered one day after kick-off gets an additional 15 extra recess minutes.
- [CLICK HERE](#) to check out 101 low cost/no cost incentive ideas.



## REPORTS

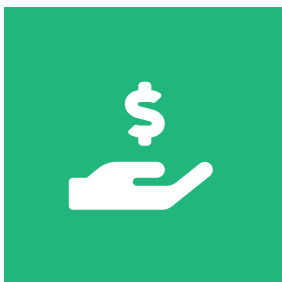
Both students and sponsors can see real-time results by logging into their Dashboard. We combine in-hand donations you input with all FundGive donations and purchases to provide real-time, comprehensive reporting. Don't try and re-invent the wheel by creating reports, we have you covered.



## DAMAGED/MISSING ORDERS (when applicable)

For online shopping orders, we automatically send electronic receipts and tracking. If for any reason, an order is delayed, damaged or missing, our customer service team is ready to help! Every order shipped has a pack slip with our customer service toll free number.

Phone: 855.686.3496  
Email : [Service@FundGive.com](mailto:Service@FundGive.com)



## PROFIT CHECKS

Once the fundraiser is completed, we will email you a copy of your fundraiser report and profit breakdown. You can expect to receive your profit check within 7-10 business days following the report/profit breakdown email you receive.





## EVENT DAY

Here's a Comprehensive List to Keep you Sane



### Event Day Marketing

Everything you need to keep parents, students, staff and volunteers in the loop!



### Prep your Parents & Teachers

It's SUPER important that you communicate with your parents and teachers PRIOR to the event day. This will eliminate phone calls to the office. Check out Sponsor Dashboard -> Resources -> Email Templates.



### Create Memories and Establish a Hashtag

A hashtag is the best way for you to gather pictures in one spot from multiple cameras/phones/photographers. You (and your community) will be able to click on your hashtag and see all the photos that have been posted from your event.

Example: **#LincolnLionsRead**

### EXAMPLE

Parents! Please use our hashtag when sharing your pictures on social media!  
**#LincolnLionsRead**



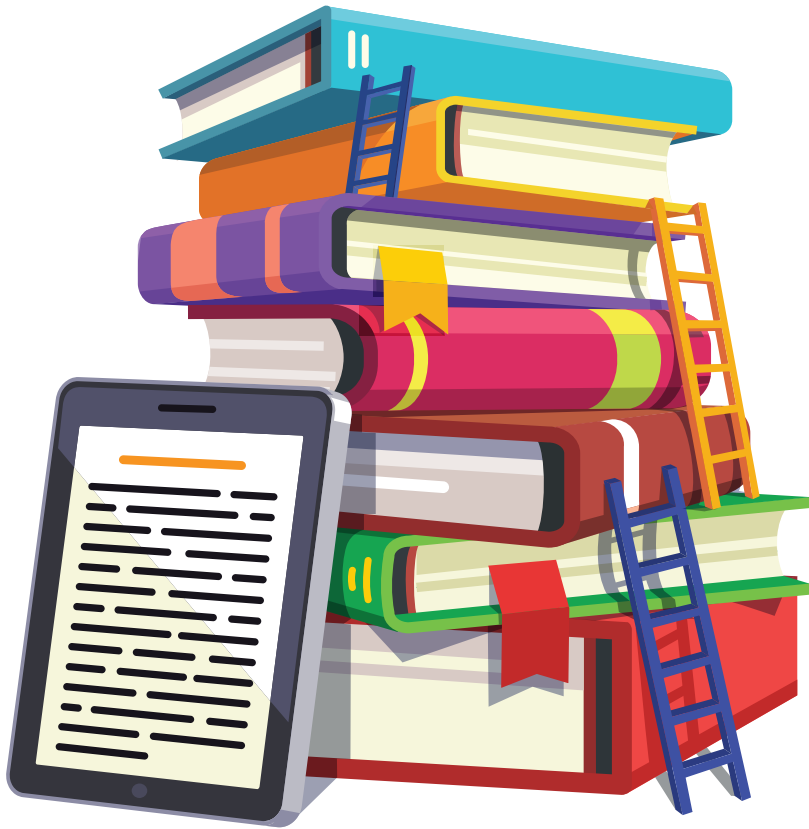
### Designate an Library Day

You can't have a Read-A-Thon without a book... right? Schedule a few minutes with your local superhero (aka librarian) for students to come through the library to check out a book before the fundraiser starts. You want to do this ASAP to give your librarian enough time to plan. A coffee and/or Starbucks gift card is always appreciated by these amazing people.

## Course Style

Other than helping you raise a bundle of money, this fundraiser is all about READING :) While students are collecting donations, they will be encouraged to hit pre-established reading levels (both daily and end of fundraiser goals). Levels should be attainable and celebrated.

Work with your fundraising representative to establish low cost/no cost rewards for each of the levels the students hit! Check out our recommended levels below!



### DAILY READING GOAL:

- #DailyReader: 20 Minutes

### END OF FUNDRAISER:

- #GoldenReader: 200 Minutes
- #PlatinumReader: 300 Minutes
- #EliteReader: 400 Minutes

Every student fundraising envelope will include our patent pending "Reading Minute Tracker". Is it really patent pending? No. Are we legends in our own mind? Yes. Students/Parents should fill out their tracker nightly and turn in at the end of the fundraiser. Encourage parents to take pictures of their child reading and tag your school's social media page. Just like kindness, reading is contagious.

## Teacher Participation

Although not required, teachers leading the way in the Read-A-Thon always helps drive the fundraiser. Below are a few ways your teachers can help jump start the fun:

### Daily Reading

Teachers choose a book to read during class while the fundraiser is happening. Taking 20 minutes after lunch is a great way to get the students back in the learning mind set AND encourages what we are promoting... reading.

### Board of Fame

Having your name on the white board isn't always a bad thing! Have your teachers ask students at the beginning of class who hit their daily reading level the night before. Students that hit the daily reading level, get to write their name on the board! Students LOVE using that white board marker!

### Reading in Class

Students get to bring their book to class and have silent reading time.

### Candy for Readers

School provides a bag of candy for each teacher to hand out to students that hit their daily reading level OR have hit the #GoldenReader level.



## FAQ

The Rest of Your Questions Answered



### Why a Read-a-Thon

Read-A-Thons are one of the best ways to promote reading of course! Reading 20 minutes a day is PROVEN to help your student(s) be exposed to more words, encourages mental health AND emotional health. Win. Win. Win.



### How do Donations Work?

FundGive brings donation-based fundraisers to the **hassle-free, easy-to-use & secure online future. Simply... LESS WORK. MORE MONEY!** Family and friends nationwide can support from the comfort of their home or on the go with our mobile-friendly site. Supporters can donate online by credit card by giving a simple flat donation or by signing up for a 6 or 12-monthly subscription. These can be any amount in increments of \$20 such as \$20, \$40, \$60, \$100, \$200, etc. If "Allow Product Shopping" is activated, supporters can also shop from over 500 items in 14 categories to also support. By the way, online donations and shopping are, on average, 126% higher compared to cash or check.

After supporting, FundGive will automatically send a 'Thank You' note and receipt. If you are a 501(c)3 nonprofit organization, you can include your organization's Tax ID in the receipt so that Supporters can claim their donation as tax deductible. This option can be turned on/off in the settings section of your Sponsor Dashboard.

You, as the admin, will be able to see each donation, donation subscription or online order received in real-time, and you'll be able track how much each participant and class raised in your reports section.



### Flat vs Performance-Based Donations

It doesn't matter if you are singing for donations, hitting free throws or bench pressing your way to paying for your program's needs... we have you covered!

Depending on your desired approach, students can simply register and share with family and friends nationwide asking them to support by donating and/or shopping.

The 2nd option is to ask for support from those same family and friends based on a Performance Commitment. Example: \$2, \$5 or \$10 per-song/free throw/lift/etc. 8 Free Throws at \$5 = \$40 donation for that student's commitment to channel his/her inner Steph Curry at the Free Throw line. SWISH!



### Are Students Getting Paid to be Kind?

Nope! This is all about paying it forward, NOT getting paid to be kind. Regardless of receiving donations or support, we want to inspire our students to pay kindness forward!



### Do Students Sell Door-to-Door?

Asking someone to donate, shop online or sign up for a donation subscription can be a very good lesson in salesmanship plus it builds confidence. Each one of our student packets gives Safety Tips that suggest to only go to friends, relatives, and neighbors they know with an adult.



## Why Is Having a Cause Page Per Seller Better?

Your group will raise a lot more money by giving each seller their own cause page versus a single group cause page.

- Supporters want credit for their support which is why we show "Top Supporters".
- Supporters like grandma are more likely to contribute to their grandchild versus at the group cause page.
- Supporters will see to what level other family and friends have supported the fundraiser which leads to larger donations. When grandma donates, she will see that Uncle Joe has supported, and then she will often match or exceed what Uncle Joe did.
- Supporters will see how many pay it forward "Acts of Kindness" that student has completed.
- Supporters will see how many CREDITS that student has received to reach their goal.
- Sellers take more ownership in their goal when they have their own cause page.



## How does this impact our donors' individual taxes?

Donations made to public schools can be used as a deduction on a supporter's taxes. Following the checkout process, they will be emailed a receipt of their donation. The school's tax ID will be included. If for some reason they do not see the tax ID, we ask that they contact the school and request it.



## What does it cost to start a fundraiser?

Absolutely nothing! This program is no risk and no upfront cost. Unbelievable? Believe it!



## What is the Spirit Gear T-Shirt Return Policy?

Since your garments are fully customized, printed and produced at one time, we cannot provide size exchanges. If your garment is damaged or has a print error, we are more than happy to take care of that for you. Please contact our customer service team at 855.686.3496.



## Is my payment secure?

YES! Think of us like Fort Knox. We are fully PCI Compliant (security standards set forth to protect your credit card information).



## How quickly can I start a fundraiser?

We can have your program ready to rock-n-roll within 24 hours! We would, however, love to take the time to plan your fundraiser with you to maximize success. In a perfect world we would have a minimum of two weeks of prep time to get your fundraiser ready to crank!



## If my student registers online, is that info safe?

YES! We are COPPA compliant (Children Online Privacy Protection Act) and do NOT share or sell information to third parties. Nobody likes that.



## I Still Have More Questions?

Call us at 855.686.3496 or email us at [Service@FundGive.com](mailto:Service@FundGive.com).

