

It's Time for the Clinton PTA Readathon!

February 8th to March 2nd

The Clinton PTA Readathon will directly benefit the Clinton School Library. All funds raised will be used to purchase new books for our much-loved, much-used school library. Thanks to your participation last year, we were able to purchase \$2,500 worth of brand new books for our library. **The 2010 Readathon begins on Monday, February 8th and ends on Tuesday, March 2nd.** The Readathon also complements the other PTA sponsored pro-reading events this season, including Storytelling Night (which took place on January 28th) and our author visit with Suzy Kline (scheduled for February 26th).

What is a Readathon?

A Readathon is similar to a Walkathon. Students pledge to read (or be read to) a certain number of minutes during the Readathon period. Clinton students will get credit for reading books or other written materials. Students will obtain sponsors who will pay them for the number of minutes they've read and encourage them to reach their reading goal.

What is the PTAs fundraising goal?

Our library is in great need of new books. The more money we raise, the more books we can put on the shelves. If every Clinton student collects \$15 in pledges, we can raise close to \$7,000! Unlike many fundraisers, 100% of every dollar received from the Readathon will be profit for our school.

How do you collect pledges?

Ask parents, grandparents, aunts, uncles, friends, and neighbors if they would like to sponsor you and support your school. For safety reasons, **DO NOT COLLECT PLEDGES door to door.** **Have your pledge sheet (attached) completed before the Readathon begins on February 8th.**

What are the options for pledges?

- 1) **Sponsors can agree to pay a flat amount.** If they pledge a flat donation of \$15, they will pay \$15 no matter how much the student reads.
- 2) **Sponsors can pledge an amount for each minute read.** There are 23 full days in the Readathon. If a student reads for 20 minutes each day, their total number of minutes will be 460. If a sponsor pays 5 cents per minute, they would owe $460 \times .05 = \$23$. (See attached chart to easily calculate amounts.)

When do you collect pledges?

When the Readathon ends on March 2nd, contact your sponsors, let them know how much you read, and collect their payments. **Checks must have a phone number and be payable to Clinton PTA.**

You will return your pledge sheet, reading log, and all payments in the attached collection envelope which is due back to school by Tuesday, March 16th.

Do you have to collect pledges to participate?

NO. While the Readathon is a fundraising activity, it is also a way to encourage and celebrate reading among our students. Every student is invited to participate and every participant who returns a reading log by Tuesday, March 16th (with or without pledges), will be entered into our Readathon Raffle (see details below).

Do participants receive prizes?

Every participant who returns a reading log, pledge sheet, and payments (or just a reading log if you did not obtain sponsors), will be entered into a raffle to win a gift certificate to a local bookstore. 3 winners will be selected on Monday, March 22nd, and announced during morning announcements.

What is included in this packet?

Attached you will find a participation form, a pledge sheet, a calculation chart, a schedule-at-a-glance, a reading log, and a collection envelope. **Pledge sheets, reading logs, and payments are due back by Tuesday, March 16th.**

SCHEDULE AT A GLANCE

February 2nd to February 8th: Sign up sponsors.

February 8th through March 2nd: Read, read, read, and read some more.

March 3rd through March 15th: Collect pledges.

March 16th: Return reading log, pledge sheet, and payments in collection envelope.

March 22nd: 3 winners selected

For more information
contact Liz Salituri
at 973-275-9027 or
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Goal in Minutes (23 days)

Pledge per minute	460 minutes (20 minutes per day)	690 minutes (30 minutes per day)	920 minutes (40 minutes per day)
1 cent	\$4.60	\$6.90	\$9.20
2 cents	\$9.20	\$13.80	\$18.40
3 cents	\$13.80	\$20.70	\$27.60
4 cents	\$18.40	\$27.60	\$36.80
5 cents	\$23.00	\$34.50	\$46.00

