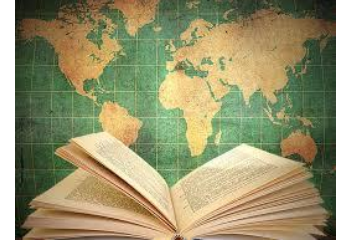


# CORNERSTONE CHRISTIAN ACADEMY 2017 READ-A-THON



Dear CCA Parents:

Announcing one of our most exciting student fundraisers of the year – **Read-A-Thon!**

## What is a Read-A-Thon?

A Read-A-Thon is similar in concept to a Walk-A-Thon, but instead of exercising their bodies by tracking how much they walk, our students will be exercising their brains by tracking how much they read. This fundraiser for our school involves no selling of products, only pledges of sponsorship from friends and family for the number of pages that the sponsored student(s) read during a specific time period.

## Why a Read-A-Thon?

A Read-A-Thon is our way of supporting the school's operational budget by generating 100% profit for the school through collection of sponsorships and pledges. Based on current enrollment of 240 students, approximately 80% of this year's expenses will be covered by income from tuition and fees. Successful fundraising events and private donations will help us to meet the other 20% needed to support vital programs and services for this school year.

## How does a Read-A-Thon work?

There are two ways to obtain pledges. **You may choose one or both of the options!** In this packet, you will find all the tools you and your child(ren) will need in order to participate. Additional materials including Sponsor Sign-Up Sheets, pledge letters and envelopes, and Reading Logs will be available in the school office.



### OPTION 1 – ***Due by March 31<sup>st</sup>***

**Sponsor Sign-Up Sheet:** Use this sheet to keep track of pledges from friends, neighbors, church members, and co-workers. Use the packet envelope to collect flat pledges received. Please be sure each sponsor's name and address are complete and legible as we will be following up to collect per-page pledge amounts at the end of the Read-A-Thon and sending thank you notes for pledges of \$10 or more.

**AND / OR**



### OPTION 2 – ***For best results, mail pledge letters as soon as possible***

**Pledge Request Letters and Envelopes:** We have provided 5 pledge request letters, 5 business envelopes, and 5 small return envelopes for you to start with; but feel free to send as many as you like. Potential sponsors may include friends and family that are not convenient to visit; or even your dentist, insurance agent, banker, pediatrician, and hairdresser. Simply fill in the name of the person you are sending the letter to at the top of the page and have your child sign the letter at the bottom. It typically works best to also attach a short personal note to the

letter. Place the letter and CCA-addressed small return envelope in a business envelope, address, and mail. For those of you who prefer electronic correspondence, feel free to solicit sponsorships through e-mail or Facebook. A .pdf version of the pledge letter will be emailed to all families and available on our website: CCAofKY.org.

*(Reading Log instructions, Dates to Remember, and Additional Notes are listed on reverse.)*

**Read-A-Thon Reading Log:** An official Reading Log will be available by April 1st. Use this sheet during reading days (April 1st through April 15<sup>th</sup>) to keep track of the number of pages your child reads. Log the book title, author, number of pages, and AR level (if applicable). Parents may read to children in grades PreK-2<sup>nd</sup>. **Everything the children read (i.e. the Bible, homework reading assignments, books for reports, magazine articles, daily devotionals, etc.) counts!** Please make sure your child is reading age-level appropriate books. All students are encouraged to read AR (Accelerated Reader) books. Students who read from an electronic device such as a Kindle may use AR Book Find.com to determine the number of printed pages they've read.

The students may begin recording pages read on **Saturday, April 1<sup>st</sup>** and continue through **midnight on Saturday, April 15<sup>th</sup>**. All Reading Logs will need to be turned in no later than **Tuesday, April 18<sup>th</sup>**.

You will have nearly three weeks to solicit sponsors and mail pledge letters. All Sponsor Sign-Up Sheets and pledges collected prior to reading begins are due by **March 31<sup>st</sup>**. However, you may continue collecting sponsorships throughout the event. We will be tracking all materials returned to us for family, student & classroom prizes, and overall page totals.

### **DATES TO REMEMBER**

<b>March 9<sup>th</sup></b>	Family packets sent home: Begin collecting sponsorships and pledges
<b>March 31<sup>st</sup></b>	Sponsor Sign-Up Sheets and collected Pledges Due: Return Sponsor Sign-Up Sheets, collected pledges, and any unused materials in packet
<b>April 1<sup>st</sup></b>	Read-A-Thon begins – <b>START READING</b> and log pages on Reading Logs
<b>April 15<sup>th</sup></b>	Read-A-Thon ends at midnight – <b>STOP</b> logging pages and turn in Reading Logs by April 16th
<b>April 18th</b>	Deadline for returning <b><u>Reading Logs</u></b> – <i>Prizes for most pages read will be determined based on the Reading Logs received by this date</i>
<b>May 5th</b>	Prizes for most money received will be determined based on the amount of money received by this date

### **Additional Notes:**

**Remember, each participating family has an opportunity to win great prizes while helping Cornerstone** – Not to mention the benefits your children will receive from reading books. Ask your children to read to you!

For prize purposes, student "Participation" equals a minimum of \$5 in pledges or 100 pages read.

All 2016 Read-A-Thon sponsors who participate by pledging either per-page or one-time donation of \$10.00 or more and provide a legible mailing address will receive a receipt directly from the school at the end of the Read-A-Thon confirming their donation.

We know this is a lot of information and thank you for taking time to review the materials. Should you have questions at any time throughout the Read-A-Thon, please feel free to contact Becky Williams: [beckywilliams@ccaofky.org](mailto:beckywilliams@ccaofky.org) or 865-978-0350. **Thank you very much** for your participation in this exciting event!