



Read·A·Thon

October 7th- October 21st

Fundraising & Best Practices Guide



2024 CCS Read-A-Thon Overview



The Annual Read-A-Thon Fundraiser kicks off on Monday, October 7th and runs through Monday, October 21st! The Read-A-Thon celebrates reading and literacy while raising funds to support our incredible school community!

How it Works

1. Each student will be challenged to complete at least 10 reading sessions over the 2-week period, while collecting donations from family and friends.
2. Parents register their students online through the Read-A-Thon Fundraising Page: www.read-a-thon/readers and enter the code assigned to your child's class. Class codes are unique for each teacher. See the listing of class codes on next slide.
3. Students & Parents will invite friends and family to support their Read-A-Thon.
4. Reading minutes will be logged through their account.
5. Each student has several opportunities to win a special lunch with Mrs. Pugh as well as free dress days.

Why is Fundraising Important?

Not only does giving financially to our school help to create a dynamic school community that goes above and beyond the minimum needs of our students, teachers and staff but it helps to attract and retain them as well.

What is Our Read-A-Thon Goal & Funds Raised For?

This year, our goal is to read **25,000 minutes** and **raise \$25,000** or more.

Funds raised will go towards The Covenant Fund to help offset the cost of tuition and support many of the events and extra curricular activities at CCS.

If each student at CCS reads 350 minutes and raises at least \$350, we will be able to meet our fundraising goal!

Class Codes



Parents register their students online through the Read-A-Thon Fundraising Page: www.read-a-thon/readers and enter the code assigned to your child's class.

- Jasmyn Piggott/K4: 3250650
- Laurel Bates/K5: 3250651
- E'Dwina Piggott/1st: 3250652
- Heidi Norrell/2nd: 3250653
- Renee Campbell/3rd & 4th: 3250654
- Susie Harsh/6th & 7th: 3250655

Activities



Below you will find the list of activities that will take place of the course of the two week Read-A-Thon.

Activity and How to Participate

Read-A-Thon Kick Off: Monday, October 7 at 9:00 am

Classes will meet in the courtyard to kick off the Read-A-Thon. Please send your child in with their favorite book to showcase.

Logging Reading Minutes

Students/Parents should log all reading minutes in student read-a-thon accounts.

Fundraising through Friends and Family

Reach out to friends and family to ask for their support.

Social Media Engagement

CCS would love to amplify our Read-A-Thon Fundraiser and also grow our social media presence. Help us by sharing your participation on social media and tagging our social media platforms. See our social media and ideas on the next slide.

Social Media Engagement



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Please review the ways you can engage:

1. Follow the CCS Social Media Pages
 - a. Facebook: Covenant Christian School (public page)
 - b. Facebook: Friends of Covenant Christian School (private group page)
 - c. Instagram: @ccssmyrna
2. Like campaign posts
3. Comment on campaign posts
4. Add the link to your student's fundraiser in your social media bio
5. Share the campaign and social pages with your family and friends
6. Consider posting content to your stories every 3 days about your reader's participation in the campaign and tag CCS. Or you can post at the start, beginning and end.
7. Create a dedicated timeline post on your Facebook and/or Instagram page

Hashtags:

#ccsreadathon

#ccssmyrna

#readathon

#ccsreads

Rewards & Prizes



Most Raised Individual (One Per Class)

Students Receive: Lunch with Mrs. Pugh

Most Raised Class

Students Receive: Free Dress Day, Class Party

Teachers Choice Award(One Per Class)

Students Receive: Lunch with Mrs. Pugh

Most Reading Logged (One Per Class)

Students Receive: Lunch with Mrs. Pugh

School Fundraising Goal

Students Receive: Free Dress Week
& Special Sweet Treat for Entire
School!

