



READ-A-THON

STUDENT & FAMILY GUIDE



WHAT IS THE READ-A-THON?

The Emerson Read-A-Thon is a school-wide celebration of reading! We spotlight the power of reading for ten days, providing an opportunity for students and their families to focus on books and read together, with a little competition sprinkled in! It's also a great fundraiser for Emerson. The money raised during the Read-A-Thon supports our entire school community. Funds will go to the PTA to support weekly art and P.E. classes, front office staffing, racial equity resources, classroom support, and community building events.

HOW DOES IT WORK?





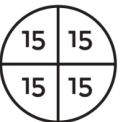
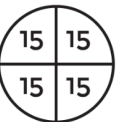
1. We're using **99Pledges** this year to help manage the Read-A-Thon. Here's the link to our page: <https://app.99pledges.com/fund/emersonele2025>.
2. Every student will have their own page - parents will be emailed an invitation on Friday, March 7th. You can personalize your student's page by adding a picture if you choose. **Please accept this invitation and then forward the link to friends and family who may want to sponsor your student. You or your student may write a personal message.**
3. Sponsors may pledge a fixed amount OR a per minute amount. A pledge per minute may motivate readers, while a fixed pledge reduces potential surprises at the end!
4. Our entire school community reads together for ten straight days: **March 12 through March 21.**
5. Students track minutes on their Reading Log. Shade in the minutes read in 15-minute increments. Minutes read in the classroom count too. Teachers will be tracking in-class minutes.
6. Reading logs get turned in to classroom teachers by **March 28th. This is the final deadline to be eligible for prizes!** Classroom teachers will provide specific instructions for submitting logs.
7. Unless a sponsor prefers not to use 99Pledges, there's no need to go out and collect pledge money - 99Pledges does it for you! If a sponsor wants to pay by cash or check, see below.
8. Prizes will be announced during an All School Meeting.

HOW CAN PARENTS & CAREGIVERS CAN HELP?

- **Accept the invitation from 99Pledges and forward the pledge link to friends and family.** If you don't receive an email with an invitation on March 7th, search for your student here: <https://app.99pledges.com/fund/emersonele2025>.
- **Help Set a Goal:** Talk with your students about setting a goal for how many minutes they will read during the Read-A-Thon. This is a good time to challenge your readers to read more often and to choose different kinds of books. Suggested goals by grade level are below:
 - TK = approximately 10 minutes per day (looking at books/being read to)
 - Kindergartners = approximately 15 minutes per day
 - 1st and 2nd graders = approximately 30 minutes per day
 - 3rd graders = approximately 40 minutes per day
 - 4th and 5th graders = 60+ minutes per day
- **Remind Your Reader to Track Minutes:** This is often the most difficult part!

HOW DO I FILL OUT THE READING LOG?

Use the Reading Log to record the time spent reading each day. **During the Read-a-Thon, this reading log replaces your student's usual log.** For each fifteen minutes read, color in one section of a circle on that day's line. An adult should initial each day's entry and help check math at the end. A completed entry might look like this:

FRI 3/8							90	<i>ML</i>
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Minutes read during school count too! Teachers will be tracking in-class reading on a separate classroom log and will help students add the total number of classroom minutes to their reading logs.

WHAT IS OUR GOAL and WHAT ARE THE PRIZES?

Our 2025 schoolwide goal is to read a combined total of 300,000 minutes and raise \$35,000. It's a stretch goal, but Emerson students can achieve great things together!

- The top three **students** in each grade who read the most minutes will receive a prize.
- The **classroom** in each grade that reads the most minutes will receive a class prize.
- If we reach our schoolwide goal of reading **a total of 300,000 minutes**, there will be a special **schoolwide** prize for everyone to enjoy.

COLLECTING PLEDGES

The 99Pledges platform makes this super easy. If sponsors use the platform, there is no need to collect pledge money - 99Pledges does it for us! However, if sponsors want to donate using another method, below are some alternative options. Please include a note with your student's name, grade, and teacher so we can track the pledge.

- Send payment to our Venmo account: @emersonPTA (2420 is the 4-digit phone verification) or to our PayPal account: treasurer@emerson elementary.org
- Mail your check (payable to "Emerson PTA") to:
Emerson PTA - Read-a-Thon
2800 Forest Avenue | Berkeley, CA 94705-1309

The Emerson PTA is a non-profit 501(c)3 organization, which means your donation is tax-deductible.
The Emerson PTA tax ID # is **23-7009171**.

HAVE A QUESTION?

Have a question or need clarification? Please contact:
Ms. Thomaes at marieevethomaes@berkeley.net



*Where will your book
take you today?*

