



**SAMPLE SPONSOR PLEDGE COLLECTION
EMAIL SCRIPT**

****STUDENT/FAMILY DIRECTIONS****

1. Read through the script
2. Feel free to personalize it & *highlight the parts that make BNS most special to YOU!*
3. **Email to friends & family!**
4. When they respond, thank them and let them know you'll email them at the end of the Read-a-Thon to let them know how much they should donate.

Things you may want to include:

- Your personal reading goal (number of minutes you are aiming to read)
- Your personal fundraising goal (how much money you are aiming to raise)
- More details about ONE of the BNS programs that you love that are mentioned in the script (no need to mention them all if there are 1 or 2 you are passionate about!)

Hi _____,

I am writing to ask you to sponsor me in my school's annual Read-a-Thon. I'm hoping that by participating in my school's Read-a-Thon I can help raise money for the Brooklyn New School as we work hard to get back to school in the amazing ways we did before COVID.

We are raising money for all the programs that make learning at BNS fun and exciting: field trips, our farm, food for our hens, our science and sustainability program, author visits, guest speakers, art supplies, music programs and our BAX residency that keeps us dancing, singing and moving all year long.

All these special BNS programs happen with the money that we raise as a school, and I'm so proud that this year I get to help out by doing the Read-a-Thon!

The Read-A-Thon begins on April 2nd and ends on April 15th.(It ends on my birthday!) I am going to read as much as I can for those 14 days. The way a Read-a-Thon works is that you sign up to pledge me for a certain amount per minute I read (like 5¢ or 10¢). Then I read as much as I can during the 14 days of the Read-a-Thon and keep track of my minutes. You can place a limit on the total pledge amount if you like so that you don't go broke if I read for 500 minutes! At the end of the Read-a-Thon, I'll let you know how much I read and how much you owe with your pledge.

I will call/email you when the Read-A-Thon is finished and let you know how many minutes I read and how much your pledge donation turned out to be. You can pay by credit or debit card on the Kostella website.

Would you be able to sponsor me with a pledge for the Read-a-Thon? If you can, please email me back and let me know how much money to put you down for per minute of reading -- and if you have a limit to your donation.

Thank you so much for supporting me and my friends and teachers at BNS! I am excited to raise money by reading books that I love!

From,
