



Reading Makes You a Happy Camper!

Mirada Read-a-thon Quick Reference Guide

The annual Mirada Read-a-thon is the PTO's major fundraiser of the year. A read-a-thon is similar to a walk-a-thon. Students pledge to read (or be read to) a set amount of time during the read-a-thon. Students will collect sponsors, which encourages them to reach their reading goals. The more they read, the more money they raise, earning them fun prizes. The read-a-thon combines fundraising with academic goals. 100% of the money raised will be invested right back in to the school and students.

Here are some tips for a successful read-a-thon experience:

- Set a goal with your child: how many 15 minute reading blocks they will complete in a day?
- Help your child solicit family and friends for donations – either flat dollar amounts, or pledges per reading block. Talk with them about the prizes they can earn for reading and fundraising.

We do not encourage soliciting pledges by going door-to-door due to safety concerns.

- Track the blocks completed per day on the reading log. A reading block is 15 minutes of reading.
- Sign the green daily reading coupons and send them in with your child on the next day printed on the coupon. There are 10 coupons total, one for each day of our fundraiser. These coupons enter your child into the **daily** raffle drawing for fun prizes and are separate from any fundraising. To account for the Labor Day holiday, the first two coupons should be turned in together on Tuesday, Sept. 4th (for reading on 9/2 & 9/3). The last one is turned in on Friday, Sept. 14th (for reading on 9/13).
- Once the two week reading period has ended, please help your child collect the donations. **All donations should be turned in with this envelope, pledge sheet and signed reading log before Friday, September 21st.** Please ask that any checks be made payable to **Mirada PTO** (a fee of \$35 will be issued for all returned checks). You and your sponsors will also be able to send your donations via PayPal this year! Just head to the home page of our website: www.ptomirada.org.
- Our goal is to raise **\$20,000** for educational support, which includes field trip funding, Mirada community events, project based learning kits, teacher support and classroom publications.
- Did you know that if you are an Intel employee, your donations to the PTO will be matched by your company's giving program? The process is simple: just contact your PTO treasurers at miradatreasurer@gmail.com and ask for a donation receipt. Then, from your Intel work computer, upload your receipt to the giving website here: <http://communitygiving.intel.com/matchinggifts/>. If you are an Intel retiree, you can also get your donations matched! You can upload your receipt to this link: <https://intel.benevity.org/user>.
- Contact the read-a-thon co-coordinator Julie Brown (miradatreasurer@gmail.com) with any questions. **Thanks for your support and participation in this fundraiser - we couldn't do it without you!**



Camp Out with a Good Book!