

Carmel Del Mar Elementary

Read-a-Thon

October 16th - 20th

Our one big FUNDRAISER of the year

SET UP YOUR DONATION PAGE TODAY

PLEDGESTAR.COM/CDMPTA



Goal of \$100 per student

Strong Support Makes a Strong School

ALL money raised goes to CDM School!

<https://pledgestar.com/cdmpta/>

Carmel Del Mar Read-a-Thon

Frequently Asked Questions



<https://pledgestar.com/cdmpta/>

Q: What is Read-a-Thon?

A: The Read-A-Thon is a week-long, school-wide program that encourages children to read more. It is also our **only PTA fundraiser** this year! **100% of the proceeds will be used to fund educational materials and programs at Carmel Del Mar.** This means it supports all students at our school. Please help us reach our goal of **\$40,000!**

Q: What are the dates of the Read-a-Thon?

A: October 16th through October 20th. Reading done before or after these dates is terrific, but does not count toward the Read-a-Thon.

Q: What does my child need to do to participate in the Read-a-Thon?

A: Register your student on Pledgestar. Your student will have an online reading log on Pledgestar, and any minutes read outside of school can be logged in that online log. While it is not a requirement for participation, we encourage your student to ask for donations for their reading. Or, parents can ask for donations on their child's behalf. You can do this by sending out at least 5 emails from the Pledgestar account.

Q: My child cannot read, yet, on his/her own. Can my child still participate?

A: Most definitely! Parents, guardians, siblings and other family members and friends may read aloud to or along with your child. Reading can be in any language.

Q: What counts for reading?

A: Any time your child spends reading outside of school during the Read-a-thon.

Q: Do I need special forms for the Read-a-Thon?

A: No, this year Read-a-Thon is all online on Pledgestar.

Q: Whom should my child ask to be a sponsor?

A: Sponsors can be parents, relatives, friends, neighbors – anyone who has a connection to your child, would like to encourage reading, and would like to support our school. This is a Carmel Del Mar PTA fundraiser. It should be easy to ask extended family and friends to sponsor/donate to our school. Our PTA supports our educators with equipment, technology, and supplies. Our PTA also provides special educational programs on our campus.

Q: How much money should a sponsor donate?

A: That is up to the sponsor. Sponsors can make a flat donation for the Read-a-Thon to support our school and help your child to reach their goal. We are hoping each child will work toward a goal of raising \$100 each.

Q: How is the money collected from sponsors?

A: Donations can be made via credit card on the Carmel Del Mar PTA Read-a-Thon Pledgestar page. The Read-a-Thon and collection of funds toward prizes will end on Friday, October 20th at **midnight**. Sponsors can use the receipt from Pledgestar for tax- deductible donations and Company Matching Programs.

For more information visit: carmeldelmarpta.com