

Committee Chair Report

School Year: 2019/2020
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Date: January 17, 2020

Committee Name: Read-A-Thon
Committee Chairs: Samantha Smith and Laura Young

What We Accomplished and When: We ran the 7th annual Read-A-Thon fundraiser from Friday, 10/18 through Sunday, 10/27/2019.

When Job Was Started and Completed: We started planning in September and wrapped everything up by mid-November.

Resources Used/Needed: See below for prizes and associated costs; we also set up display boards outside the library using our own paper, glue, accessories, etc. and built two 8' tall "Lincolns" with money and time donated by a parent.

Monies Used/Profits Gained: We spent \$1,317.10 and earned a total of \$20,101.46
Difficulties: Went very smoothly. This was the first year we enlisted a company to help us count the minutes online and collect money online. We were able to run reports daily to figure out prize winners, and we almost doubled our donations from last year, even accounting for the cost of the program.

Suggestions for Next Year: See below for our learnings. Overall, we were really pleased with how well it went and would love to add in some more free activities to motivate the kids and make it even more fun. From a profits perspective, we couldn't have asked for more.

Other Comments: See below:

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Goal: Goal was \$13,500, and we cleared \$20,101.46 (50% over our goal and 80% over last year)

We changed the focus from overall minutes to participation:

Different prizes

	Participation Winners		Minutes Winners		Pledges Winners	
	Hit the Overall Grade Minutes Goal	Highest Overall Class Participation %	Top Daily Goal-Getter	Overall Top Reader Per Grade	Overall Top Earner Per Grade	Overall Top Earner in School
Prize	Set of Colored Pencils (\$373) & Tree (\$414) for approximately 350 kids	Design Little Free Library/pizza party (\$40), \$50 Check for Teacher	Scoops Gift Card (\$50) for 60 kids	\$150 Half Priced Books Gift Card (10 winners) (Overall for school is Mrs. Staub's assistant for day and gets \$50 B&N card)	\$65 (6 winners) Barnes & Noble LED Light	Switch places with Mr. Kitsko!

Most important change was creating the two teams, Mr. Kitsko's Reading Rabbits versus Mrs. Staub's Bookworms: the spirit, excitement and engagement were awesome. The theme was "Grow Your Imagination with Reading."

We also added two days since we had extra time between the end of the event and the wrap up assembly: Did a parents day and a teachers day! Added gift cards for each for \$125. Can provide spreadsheet with these costs.

Our minutes came to 142,314 We capped it at three hours/night. (208,996 last year, which is far above the 172,000 we hit last year (and the 198,600 we hit in 2016) as well as the 170,000 goal that we set for this year.

Other stats:

- 85.7% participation (84.7% participation last year)
- 76.92% of those who participated who also donated (57.7% last year)
- Average donation: \$69.32 (\$53.78 last year)
- Highest donation: \$500 (\$270.00 last year)

Budget:

Spent just over our \$1,000 budget at \$1,317.10. We authorized a last minute add on for extra prizes for the top readers in 4th and 5th grades because there were so many ties and because we had the extra money.

We talked to Washington's PTA and they are interested in using us as a referral; can get 1% of what they make!

**Lincoln Read-a-Thon
Lessons Learned
November 2019**

Technical

- 180 Minute Maximum per kid per day
- Turn off "In Class Sessions" (or Max them at 0)
- Access to the App

- Secret Code Re-entry
- Enter Classes into system in GRADE ORDER
- Kindergarten Classes Tagged AM & PM
- Tag for Team A and Team B
- Ability to download DAILY Report
- Print the "Letter to Parents" (us to provide copy) and pair with Welcome letter

Other

- Keep Friday to Friday (Oct. 16, 2020 - Oct. 28, 2020)
- Assembly should be on following Wednesday
- Invite AM kindergarten to attend Assembly
- Share Teams with Kitsko earlier
- Create a Communication Plan ahead of time for which factoids, etc. would be shared with whom and when
 - Morning Announcements
 - Daily Prize Announcements
 - Daily PTA email
 - Kitsko weekly email
 - Lincoln Ledger
- Canvass Beverly Road business in advance of kickoff so that ads can be online prior to the kickoff.
- More transparency with Grade Level and Scholastic prizes for better communication.
- More pranks between teams (photos, videos to show in classrooms, emails).
- More photos of kids reading to share in communications.
- Improve element of surprise by keeping ALL team members in suspense at the end.
- Teams to wear their Team Colors at Assembly and create a team cheer (Leverage Ms. Damp to create something catchy).
- Parent letter should include that they need to use the same email address each time they log in.
- Communication that Minutes Read can (and should be) backdated if minutes aren't entered on time. That way minutes will be sure to be included in the overall minute count. They just won't qualify for that day's prizes.
- Partner with MTL Library or Authors
- Book Drive Day to collect books for SHIM or other local charities
- Drawing names should be on folded paper instead of cards