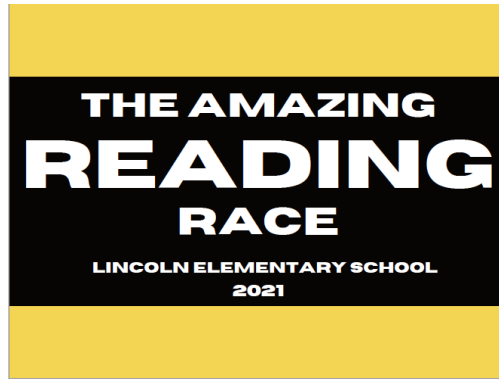


Read-A-Thon Recap 2021
2021-2022 School Year
Laura Young & Sam Smith, Co-Chairs
January 20, 2022



Platform: We continued using the online Read-A-Thon program to track minutes and accept pledges. It was a great success!

Total Donations: Our goal was \$20,000, and we cleared \$23,644 (18% over goal).

Stats:

- 88% participation (85.7% participation in 2019 and 84.7% participation 2018): defined as establishing a website.
- 69% of those who participated who also donated (76.9% in 2019 and 57.7% in 2018)
- Average donation: \$34.00
- Highest Total Pledges: \$1,125 (Kindergartner), 2nd place was a third grader who earned \$600 (\$500 in 2019 and \$270 in 2018)

Teams: We again created two teams; this year they were Dr. Kitsko's Kids versus Mrs. Staub's Scholars. The spirit, excitement and engagement were awesome.

Timing: We started planning in mid-August. The Read-A-Thon ran for 10 days from 10/15/21 (Friday kick off) through Sunday, 10/24/21, with a virtual celebration on Thursday, 10/28. The start date was pushed back a week in order to avoid having Indigenous People's Day during the Read-A-Thon (one less day in school during the Read-A-Thon).

Kick-Off and Wrap Up: This year, the kick-off was virtual, with an 8-Minute video to get the kids excited and educate them on the prizes and how the Read-A-Thon worked. We celebrated at the end with a live Google Meet presentation by Dr. Kitsko and Mrs. Staub, which ran through the prizes in a google slides document and highlighted different individual and class winners.

Daily Results:

Daily results and winners (Goal Getters picked using random number generator for each grade) were communicated to Dr. Kitsko via google slides before noon each day. He or Mrs. Staub then recorded a commentary on top and uploaded it to YouTube for the teachers to play for their classes each day after 3pm. Then, prizes were distributed by Mrs. Briscoe at dismissal.

Stipulations: We capped our minutes at 2 hours/night, which was more than sufficient, doable, and motivating (especially to those who aren't huge readers). Additionally, it corresponded with limits that were previously set by the software and therefore eliminated backend calculations. The deadline for parents to report minutes was 9pm every evening in order to allow more flexibility for prize selection.

Budget:

We spent just above our \$1,200 budget at \$1,350 (recommend increasing to \$1,500 if needed) next year.

Prize Breakdown:

We continued to change the focus of the entire Read-A-Thon from accruing massive amounts of minutes to achieving participation (defined as setting up an account on the readathon.com site) and thus getting in the habit of reading, with just one prize for top minute winners and far more for participation, sponsors and dollars:

PARTICIPATION		MINUTES		PLEDGES	
Daily Goal Raffle	Scoops Gift Cards (60 winners)	Top Reader per Grade	\$25 Grandpa Joe's Gift Card (6)	Top Earner Per Grade	Fanny Pack (8- tie)
10-Day Goal Getter	Free Books (188)			Top Earner per Team	Asst. Principal/Librarian for the Day (2)

Class with Highest Participation in Grade	Party or Kickball Game (6 classes)			Most Pledges per Grade	Nalgene Water Bottle (8 - tie)
Class with Highest Overall Participation	\$100 Check (2 - tied)				

Recommendations for the Future

- PTA Wish List prioritizing various items to spend large amounts of money on (canopies on playground, technology for classrooms, 5th Grade Memory Books for free, subsidize band instrument rentals, etc.).
- Keep the same dates.
 - Keep the daily slideshow in place of announcements.
 - Plan for more additional prizes that can be thrown in to make the competition closer/more interesting at the last minute (requires a bit more planning ahead of time).
 - Include the “wear your team color” day so that becomes a tradition.
- Return to in-person assemblies if possible.
 - Keep the kick-off video (can be shown at the assembly) because it was a hit!
- Integrate the BIG Lincolns into the theme.

We’re encouraging everyone to recommend this online Read-A-Thon company because we get \$100 for each successful referral! Referrals can be anywhere in the country.

We would also love any feedback from the students’ perspective, the parents’ perspective, the faculty’s perspective, the PTA’s perspective, you name it.

Thank you! It’s been a real honor to be a part of this event!

AND A BIG THANK YOU TO:

Andrea Goeringer
Shelagh Milburn
Erin Rutter
Sarah Thase

Mrs. Briscoe
Mike Collins from Scoops
Dr. Kitsko
Mrs. Sharp
Mrs. Staub
The Students
The Faculty
The Parents
The Donors!

Additional Recommendations

How we make the team and why we focus on percentage of goal vs. minutes (more important and makes teams match - Laura can advise on how she did them in years past). Biggest Loser model.

Technical

- 120 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, by teacher name and tagged by TEAM NAME (this will allow you to sort data as you need it to determine prizes per class vs. prizes per grade)
- Kindergarten Classes Tagged AM & PM
- Tag for Team A and Team B
- Ability to download DAILY Report
- Asked Read-a-thon.com to print the "Letter to Parents" (us to provide copy) and pair with Welcome letter and they agreed to do itl.

Other

- Keep Friday to Friday (Oct. 14, 2022 - Oct. 23, 2022)
- Assembly should be on the following Tuesday (or Wed) depending on what else is on the schedule.
- Invite AM kindergarten to attend Assembly
- 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

- 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 music teacher to create something catchy).
- Parent letter should include that they need to use the same email address each time they log in.
- Partner with MTL Library or Authors
- Book Drive Day to collect books for SHIM or other local charities