



Readafun!

Making reading fun since 2013, by engaging more than 1 million students.

Our online Read-A-Thon fundraiser produces more money,
saves your volunteers precious hours and brings students joy!

Starter Kit



READ!

ENGAGE!

EARN!

support@readafun.com

Raise Money & Motivate Reading

Everyone wins! You'll be raising money while engaging readers. ReadaFun works so well because students, parents and sponsors all buy in. It's educational, extremely fun, meaningful for sponsors and very profitable.

Your school keeps 80% of funds raised, and we make it easy so that you need only one volunteer! There are no hidden charges and no credit card fees!

Read Books...



Students choose what they want to read.

Log Online...



Students log their reading on their secure profiles.

Get Sponsors...



Parents invite sponsors via email, text and social media.

Raise Money!



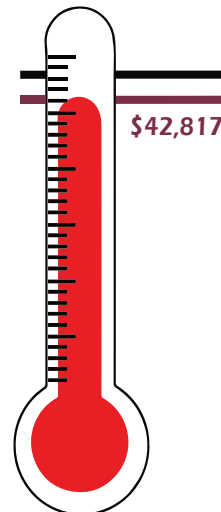
Your school keeps 80% of funds raised.

Quick & Easy Setup

- ✓ You choose the length and goals of your fundraiser.
- ✓ We create your student accounts.
- ✓ You promote the fundraiser to parents, teachers, and students.
- ✓ Sponsors' Choice!
Make a donation or donate based on how much is read.



Donations
Goal: \$45,000
Pledged: \$42,817



Reading
Goal: 130,000 minutes
Pledged: 155,664 minutes



Watch fundraising activity in real time!

The Student Profile

Each student is given their own secure profile to log reading, answer questions, and invite sponsors. Parent-approved sponsors (friends and family) can follow that student's reading activity and provide encouragement.

Students have the freedom to read any book that they choose.

Open-ended questions encourage critical thinking and creativity.

The screenshot displays a student profile for Jennifer R., a 5th Grade, Level 14 student. On the left, there are two owl avatars: one wearing sunglasses and a flower, and another holding a paintbrush. Below the avatars is a reading streak of 3 days and a progress bar showing 12% completion towards Level 15. Underneath, 'My All-Time Stats' are listed: 4 books, 115 minutes, and 1,002 coins. The main profile area shows 'Jennifer R.' with a 'Recommend Book' button. Below this is a social interaction post where Jennifer answered a question about *Charlotte's Web* (Lexile 650) on July 21. The question was 'What's your favorite quote in this book? Why?' and her response was: 'My favorite quote is: "It is quite possible that an animal has spoken to be and that I didn't catch the remark because I wasn't paying attention. Children pay better attention than grown-ups... Perhaps if people talked less, animals would talk more." I like this quote because I wish animals could talk. Maybe we need to listen harder to our pets. Maybe they can talk, but we don't know. The people in Charlotte's Web don't know that Charlotte and Wilber can talk, but they can.' A user named Mrs. Gilligan liked this and commented: 'Very good response, Jenny. I think we could all learn a lot from animals.' There is a text input field for a comment and a 'Public' visibility dropdown. At the bottom, a notification shows Jennifer finished reading *Charlotte's Web* (Lexile 650) on Jul 21, earning 115 coins.

Students interact socially with their sponsors and friends.

Students read to earn wisdom coins to spend in the virtual Owl Shop.




Take Reading To The Next Level


ReadaFun genuinely engages students in reading. We reward students for authentically connecting to their books.

To help students reflect on their reading and make it worthwhile for teachers to devote time to the Read-A-Thon, students can answer questions about their books that are:






- ✓ **Relatable and applicable to real life**
- ✓ **Open-ended and thought-provoking**
- ✓ **Designed to encourage creativity**

Active Questions

-  Think of a new funny ending for this book.
-  Congratulations! You just won a contest, and you get to spend 1 hour with your favorite character. What would you two talk about?
-  What can you learn from this book that you can use in your real life?



Inactive Questions

-  Comparing Texts
-  What other book does this book remind you of? How is it similar?
-  List three other books that this one reminds you of.
-  If you have read another book by this same author, how is it similar and how is it different?
-  Do you think you are like the main character at all? Why?

"I honestly don't know where we would be without this site. It has inspired my students to share their love of reading and has given them a platform to share what they know. In an educational world where we're constantly looking for real-life applications, It doesn't get more real than ReadaFun."

-Lori B., 5th Grade Teacher, Chicago, IL

Creating An Online Reading Community

Regardless of location, students and their sponsors can safely interact within the online reading community.

Create your own plot twist. For example, the main character's dog ends up being an alien. Get creative! How would this story be different if your plot twist actually happened?

Imagine if instead of just Jonas being assigned as the only Receiver of Memories, out of nowhere, 1000 other children were also assigned as being the Receiver of Memories. This would really change the book a lot, because then 1000 kids would know what the world used to be like (with sledding and rainbows), and they would want to return to the old world. This would end up maybe even starting a revolution.



Mrs. Gilligan liked this.



Grandma Sally Max you are SO creative! That is such an interesting plot twist. I agree if this happened, the Giver would be much different. Maybe all the Receivers would join together and demand to speak to the Elders.

Sep 14



Write a comment....



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For families:

- A great way for families around the world to stay connected
- Reinforces the importance of reading and learning
- A fulfilling way to give back

For teachers:

- Makes it easy to monitor and motivate daily student reading
- Gives teachers tools to boost reading engagement and monitor comprehension.
- Fun for the whole class

"I introduced the ReadaFun website today to my 5th graders. They went crazy over it and have already begun writing reviews and logging reading time. So much fun!"

-Mrs. Newmeyer, CA

It takes minutes for sponsors to sign up

- ✓ Parents invite sponsors via email, text message, and social media.
- ✓ Sponsors easily pledge online from anywhere in the world.
- ✓ Credit card, cash, and checks are all accepted.






William says: 'Janet Shields, I want your support!'

William is participating in a reading fundraiser for Sunny Hill Elementary. Please click below to view your invitation, where you can make a donation and become a part of William's reading community.

[View Your Invitation](#)

Donation Type:

<p>Pledge Per Hour Check/Cash/Credit Card</p> 	<p>Fixed Donation Credit Card</p> 	<p>Fixed Donation Cash/Check</p> 
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Amount (select one)

\$10.00	\$15.00	\$35.00	\$50.00	Other
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See
FAQ 7

Benefits:

- ✓ It's an easy and friendly way to ask for donations.
- ✓ Email and social media allow for large outreach.

Tracking Donations

To save hours of accounting work, ReadaFun keeps track of all fulfilled and unfulfilled donations in real time.

Donation Center					
Total Pledged		Total Fulfilled			
\$45,817.79		\$43,244.79			

Student	Sponsor	Pledge	Total	Origin	Fulfilled?
Liz Alvarez	Kate Alvarez	\$1.00 per hour	\$10.50	Online	✓
Matt Adams	Cory Smith	\$35.00 fixed	\$30.00	Check	✓
	Kathy Adams	\$6.15 per hour	\$20.00	Online	
	Tamara Smith	\$25.00 fixed	\$25.00	Online	✓
	Beth Adams	\$100.00 fixed	\$100.00	Online	✓

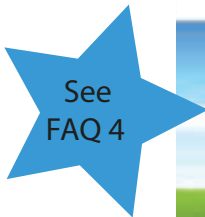
Collection

We send reminder emails to sponsors to fulfill donations.*

Credit card donations are deposited into your account.

Cash and checks go directly to you. Use our easy donation center to track offline donations.

If your organization has 501(c)(3) status, all sponsors receive receipts for tax deduction.



Max's Reading-Raiser just ended!

Max read 490 minutes and 6 books. Based on your pledge of \$5.00 per book, your total donation will be: \$30.00

[Fulfill Donation](#)

***98% of donations are fulfilled!**

What if computer or internet access is limited?

We understand that some students may not have internet access, but we believe that all student should be able to participate. We provide printable reading logs and sponsor form templates to support offline participation.

“There are very few of our students who have computers at home, so **ReadaFun** worked with us to develop a hard copy contract for the students.”
-Principal Brandenburg, El Centro, CA

School Spotlight: \$48,893 total raised

Julie M. at Sabal Point Elementary was able to buy new computers and projectors for her school with the funds raised using ReadaFun.

“I have had so many parents come up to me and tell me how ReadaFun got their kids excited about reading. The money is fantastic but knowing that really makes it all worthwhile!”
-Julie M., Longwood, FL

Your Next Step: Contact Us!

Easy, Educational,
and Profitable

School Events
everywhere at
anytime



Dedicated
Customer Support

1 million plus
students
engaged in
reading

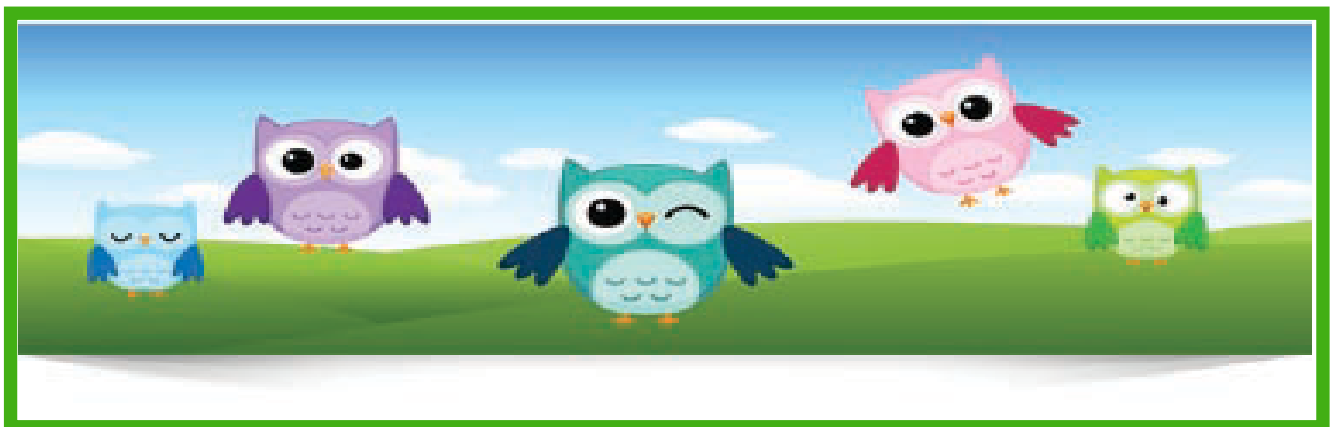
support@readafun.com



ReadaFun!

We include all you need to facilitate an effective and profitable Read-A-Thon:

- **An account manager to support you every step of the way**
- **Marketing materials to promote your Read-A-Thon**
- **All credit card fees are covered by us**
- **Letters to parents**
- **Incentive Systems**
- **Gamification system used by more than 1 million students that makes Reading Fun!**



Frequently Asked Questions

1. How long should the Read-A-Thon last?

The length and dates of your ReadaFun are completely up to you. The most successful schools have run our fundraiser for 4-6 weeks. Fall and Spring are excellent times to host a Read-A-Thon. Fall fundraisers benefit from back-to-school excitement, while March fundraisers line up well with Literacy Month and Dr. Seuss's birthday.

2. What do you need to get started?

- A student roster in excel format
- Start and finish dates for your Read-A-Thon
- Your reading (minutes) and raising (dollars) goals
- Connect with Stripe.com to accept credit card donations



3. How much does this cost?

ReadaFun receives a 20% service fee for each donation fulfilled. There are no hidden charges. Your school keeps at least 80% of the funds raised.

4. How does payment work?

Sponsors can make a donation by credit card, cash, or check. Cash and checks are sent directly to your school and credit card donations are processed using Stripe.com. So you feel most comfortable, ReadaFun does not handle any money.

5. What if computer/internet access is limited, do you provide paper materials?

Yes! We provide reading logs and sponsor form templates to support offline participation.

6. Do teachers need to be involved?

ReadaFun does not require any additional time from teachers. However, we have found that you'll raise 37% more if some of your teachers participate!

7. How much can I expect to raise?

Each school will vary in the dollar amount raised. Factors such as the time of year and how well you promote your event to parents, teachers, and students will significantly impact your result.

8. How secure is your website?

Student security is our top priority. Our site is encrypted with industry standard SSL protection and we are compliant with the Child Online Privacy Protection Act (COPPA).

*Stripe.com, which is similar to PayPal, is a third party credit card processing company also used by Evite.com, Twitter, and the Museum of Modern Art in NYC.

For more FAQs please see our website at: readafun.com/faqs