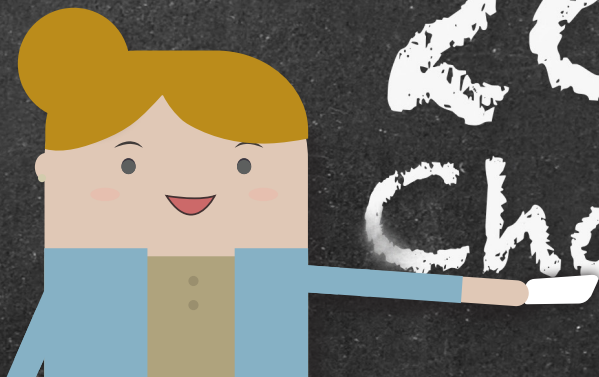


Looking for the **right**  
reading & fundraising plan?

Read  
**20/20**  
minutes  
per day!

Fundraise  
**20/20**  
school  
days!

Take the  
**20/20**  
Challenge!



## WHY READ 20 MINUTES PER DAY?

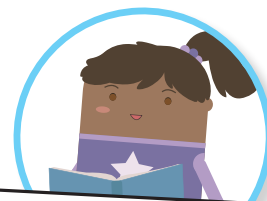


Research shows that reading an average of **20 minutes a day** greatly increases a child's vocabulary fluency and comprehension while improving their test scores over children who read less.

## WHY FUNDRAISE FOR 20 DAYS?



Developing the right cause-marketing message through reading is not built in a day. We believe **20 school days** (one calendar month) allows you to deliver the right message and connection with your supporters providing children the time to read and be the voice of your cause!



STUDENT A
<b>20</b> minutes per day
<b>3,600</b> minutes per school year
<b>1,800,000</b> words per year
Scores in the <b>90th</b> percentile on standardized tests



STUDENT B	STUDENT C
5 minutes per day	1 minute per day
900 minutes per school year	180 words per school year
282,000 words per year	8,000 words per year
Scores in the 50th percentile on standardized tests	Scores in the 10th percentile on standardized tests



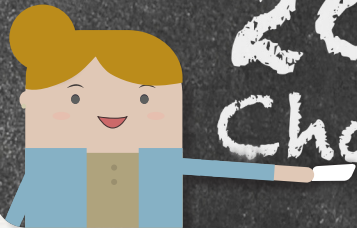


# Goal Setting

Here are some things to think about:


- ☒ Overall fundraising and reading goals
- ☒ Individual student fundraising and reading goals
- ☒ Align goals with what is being taught in the classroom

Take the  
**20/20  
Challenge!**

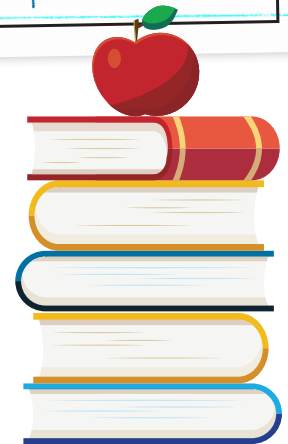


## SETTING GOALS THAT WORK FOR YOUR SUPPORTERS!

Goal setting is extremely important so take some time to work with your team leaders to build reading and fundraising goals fit your community needs.

GOAL SETTING	OVERALL GOALS	INDIVIDUAL GOALS
 FUNDRAISING	Set overall goal that all teams will work together to achieve. Example: \$10,000	Forecast a per student fundraising goal Example: \$50
 READING (Minutes)	Set a "stretch" goal that all teams will work together to achieve Example: 1,000,000 minutes	Team leaders can set their own reading goals based on grade level and reading proficiency. Example: 400 minutes
 READING (Books)	Set a "stretch" goal that all teams will work together to achieve Example: 1,000 books	Team leaders can set their own reading goals based on grade level and reading proficiency. Example: 5 books

The most important thing to know about goal setting the right way is that it's up to you! Just make sure that you are aligning your reading and fundraising goals to achievable expectations and you will have a great read-a-thon experience!



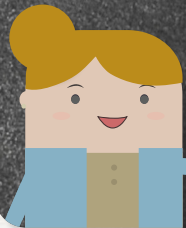


# Setup Prize Structure

Here are some things to think about:

- ✓ Create team and individual achievement prizes
- ✓ Align prizes to your goals
- ✓ Drive excitement through your leaderboards

Take the  
**20/20  
Challenge!**



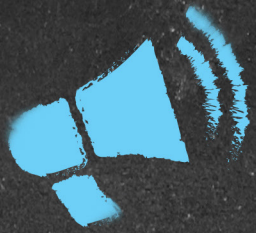
## CREATE A PRIZE STRUCTURE THAT IS FUN AND ENGAGING FOR EVERYONE!

While there are many ways to drive excitement through prizes, we suggest implementing team and individual prizes based on performance that aligns to tools we already have built into the Read for My School program.



Building a prize structure that rewards team and individual progress provides a fun and engaging way to drive excitement for your school fundraiser!





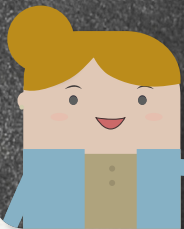
# Communicating the 20/20 Plan

Here are some things to think about:

- ☒ Create team a Read For My School fundraiser
- ☒ Schedule time to develop your 14 day communication plan
- ☒ Work with team leaders to set achievable goals and rewards

Take the

# 20/20 Challenge!



## YOUR COMMUNICATION PLAN “TO DO” LIST

A successful fundraiser needs the right communication plan so here's a quick “To-Do” list to get your supporters ready when you launch your reading adventure!

2 Weeks

**before launch**, invite all team leaders to register so that your reading and fundraising teams are ready to go when your read-a-thon begins.

1 Week

**before launch**, setup a team leader meeting to discuss overall fundraising and reading objectives and to finalize setting goals that will work for your read-a-thon.

DAY of LAUNCH

Send home a Read For My School overview and parent letter outlining your reading and fundraising goals and objectives.

Weekly Updates

At the end of each week, send out a quick status check on team and individual progress against reading and fundraising goals.

Quick Tip

Access your toolkit to download 20/20 resources that you can use as templates for your communication plan.