read
FOR MY SCHOOL ®

Quick Start Guide

Updated February 2020

Hello,

Thank you for your interest in our reading and fundraising program, Read for My School. I just wanted to reach out to introduce myself and share some information about our program.

FREE to set up and FREE to use, *Read for My School* empowers all communities to create, customize, and promote a high impact, high-value read-a-thon that delivers results! We understand that school fundraising can be overwhelming and that promoting the right one takes time and good planning to get right! **This includes finding a partner that can work with you to develop the right solution.**

With *Read for My School,* our #1 goal is providing quality customer care. Our support team is here to answer any questions that you might have, but here's some quick reasons why we believe RFMS is the perfect fundraising solution for you!

- Create your next community and school fundraising message around educational values, not selling products;
- Manage and promote a fundraiser with minimal volunteer resources across any mobile device – localized in English, French, German, Italian, and Spanish languages;
- Students earn achievement rewards based on custom goals you set and can share them instantly with friends and family through SMS, email, Facebook, or Twitter to drive pledge donation support;
- Earn more with your fundraiser with **85% on ALL online pledge donations** coming back to your school.**100%** on all offline check pledge donations;
- Never worry about credit card processing fees! RFMS handles ALL credit card processing fees per online pledge donation - 2.9% + $0.30 per transaction.
- Earn cash back incentives – **the more you fundraise, the more $$$ you earn!**

As you can see, we are passionate about what we do and hope to get a chance to help make your next school fundraiser the best it can be!

So what are you waiting for? **Let's start reading and fundraising today!**

Dave J Schenone
Founder/CEO

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Creating your read-a-thon account

As with all software solutions, you need to follow some simple steps to get your read-a-thon fundraiser account created and off the ground. To assist you, we've provided a quick start guide that can walk you through the basic steps.

To get started, go to the Read for My School home page – https://www.readformyschool.com/.

From the home page, select START A READ-A-THON. There you will follow the simple steps below to get your custom read-a-thon off the ground.

Select sign-in option for your administrator account

Read for My School provides you with a variety of sign-in options since we understand that you might not want to use your personal email and prefer something else (i.e., Facebook; Gmail; PTA/PTO organization; school email).

No matter which option you choose, the sign-in option will become your email and password for your administrator account. If you decide you want to change it later, you can easily edit your profile account at any time.

Read for My School sign-in options:

1. Facebook – login/register with your Facebook account credentials
2. Gmail – Login/register with your Gmail account credentials
3. Email – Login/register with your personal email.

IMPORTANT: Customers registering with their personal email accounts will need to verify their email account. RFMS will send an email with a verification link. Just click on the link to verify your email and continue with your administrator registration.

Create your read-a-thon fundraiser account

Once you've selected your preferred sign-in option, you will now create your read-a-thon fundraiser account. Creating your custom read-a-thon is FREE and takes just a couple of minutes to complete.

Here's the information you will need to create your read-a-thon.

1. Name your read-a-thon – *Example: The Wilder Elementary School Read-a-thon*. This is the name or "theme" of your read-a-thon that supporters will support.
2. Select location – RFMS supports read-a-thons in US (USD), UK (GBP), and EU (Euro) currencies so select the location where you are promoting your read-a-thon fundraiser.
3. Insert school name – Insert school or institutional beneficiary of your read-a-thon. If you are promoting something other than a school fundraiser (library; community org) just insert the name of your organization.

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4. Select organization type: RFMS promotes a variety of community groups (PTA; PTO; HSA; PTC) so select one of the org type options that best fits you. If you see that none of the options describes your organization, please select "other".
5. Select end date of your read-a-thon – Select the end date when you want your read-a-thon to close. You can choose from options that meet your fundraising needs (1 week thru 4 months).

IMPORTANT: You can always change your end date on your My Fundraiser page so don't worry if you chose an end date that might change. There are no time restrictions on your read-a-thon fundraiser so you are in complete control of when, and for how long you want to promote your fundraiser.

Once you've created your fundraiser, click the CONTINUE button to move onto creating your administrator profile for your read-a-thon.

Create your administrator profile

Every read-a-thon needs to have an event administrator. The event administrator role manages the overall aspects of your fundraiser. Whether you are promoting a large school or small classroom fundraiser, the event administrator will be the point person for your read-a-thon.

Here's the information you will need to create your administrator profile:

1. Insert display name – This would be the profile name your fundraising supporters would see in the system. (Example: PTA Admin)
2. Insert first and last name – This information is for internal record keeping only and is not displayed across any public read-a-thon pages.
3. Select gender – male or female
4. Select administrator profile avatar – All supporters in your custom read-a-thon will have a cool avatar to select from so find one that you want people to see on your public read-a-thon pages.

IMPORTANT: There is only one event administrator per fundraiser and must accept our Privacy Policy and Terms of Use. Quality customer care is our #1 priority which includes providing a safe and secure SaaS software solution that you can trust. Please take a moment to review as they are subject to change at any time.

Once you've successfully registered as an even administrator, you will be taken to your My Fundraiser page to start building out your custom read-a-thon.

Setting up your custom read-a-thon

Once you've created your read-a-thon account, now it's time to customize it so that it works for your reading and fundraising needs.

As the event administrator, your My Fundraiser page will provide you with a set of tools to create your custom read-a-thon fundraiser. This page will become your read-a-thon dashboard for the duration of the fundraiser.

The guide below provides you with a quick understanding of the features we offer as well as helpful tips to get your PTA, PTO, or school thinking about how best to promote your custom read-a-thon.

My Fundraiser Page

Your My Fundraiser provides you with a set of administrative tools that assists you in setting up and promoting your custom read-a-thon.

Here are the things you can do on your My Fundraiser home page:

Edit your read-a-thon fundraiser

At any time, you can edit your read-a-thon account profile as well as end date that you put in place when you created your fundraiser. Just select the EDIT button next to your fundraiser name. If you are looking to change your fundraiser end date, select the calendar tool and choose an end date that works for you.

Write a personal message on your donation page

EVERYONE has a public donation page that they can share to donors to increase profits to your read-a-thon fundraiser – INCLUDING YOU! With this, you can create your own personal message that will be displayed on your public donation page for donors to see. You can use our default message or just click the EDIT button and create your own.

Cool tip!

There are no time restrictions with your read-a-thon on RFMS. That's right! You can promote a large school or small classroom reading challenge when you want and for as long as you want. Our goal is to provide you the tools and support that works when you need it.

Create your fundraising story/theme

Creating your custom read-a-thon story or "theme" is easy to do and takes just a few minutes to complete. We believe fundraising is about storytelling so we understand that your fundraising message is important! We've provided you with the tools to create your own custom message that connects with your supporters.

Once completed, your custom fundraising message will be made public on all donation pages for your supporters and donors to see.

Here are the things you can do to create your custom read-a-thon community message:

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1. Upload an image – example: school mascot or logo; school building image
2. Share a video – RFMS supports You Tube and Vimeo so share a fundraising message that gets your supporters excited for your read-a-thon fundraiser (example: principal video)
3. Write your story – You can use our fundraising template story (don't do anything) or edit it so that it works for you!
4. Highlight your objectives – Create a list of goals you are trying to reach. Whether these objectives are focused on achievements or potential prize incentives, it's a simple way for supporters to understand your cause-marketing message.

Keep your fundraising message simple and direct since it will be displayed across all public donation pages to generate financial support for your read-a-thon. The quicker your donors connect with your fundraising message, the more profits you will gain as you reach your read-a-thon finish line.

Set up your reading and fundraising goals

A cool feature of RFMS is the ability to set your own custom reading and fundraising goals for your read-a-thon. Setting reading and fundraising goals is a perfect way to motivate your supporters as well as set objectives that you want to achieve with your read-a-thon. As the administrator, you can set custom reading and fundraising goals as described below.

If you need assistance on setting the right goals, check out our 20/20 Challenge plan in our sales toolkit. It provides you a framework to set up your goals as well as storyline so that your read-a-thon fundraiser is set up properly.

Community reading and fundraising goals: These are overall goals that you want all teams within your read-a-thon to reach collectively by the end of your fundraiser. The goals can be edited at any time and will be displayed on all public donation pages. Just click on the EDIT button and insert the goals that work for you.

Sample 20/20 Challenge plan for setting community goals:

- Total # of students in the school = 400
- Total participation rate of read-a-thon = 50%; which makes the # of students participating at 200.
- 20 minutes @ 200 students for 20 days of fundraising = 80,000 reading minutes. This should be your community reading goal!
- Avg fundraising per students @ $20 = $4,000 expected to be raised for your read-a-thon and should be set as your overall donation goal.

Individual reading and fundraising goals: These are per student reading and fundraising goals within their respective teams. Both you (event administrator)

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and team leaders (teachers) have permissions to create custom goals that are specific to teams. We understand that different teams could have different reading skills (1st vs 5th grade) so we provide you with tools to edit them based on individual team requirements.

- Team A (1st grade) = 10 minutes/day; 200 minutes per student
- Team B (3rd grade) = 20 minutes/day; 400 minutes per student
- Team C (5th grade) = 60 minutes/day; 1200 minutes per student
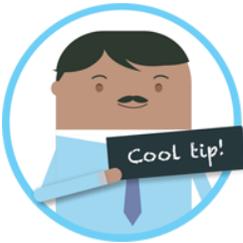
Make sure that your custom team goals align to your overall community goals. Take some time to think about your reading and fundraising goals. Talk to your school faculty and work together to build out reading and fundraising plan that works for all supporters participating in your read-a-thon.

Set up your custom read-a-thon leaderboard

Kids are naturally competitive so there is nothing better than driving excitement for your read-a-thon than through a custom leaderboard that tracks your reading and fundraising stats. We provide you with ON/OFF options to create a custom leaderboard and show supporters what works for you.

- Reading minutes – real-time tracking of reading minutes across all teams and individual readers
- Books read - real-time tracking of books read across all teams and individual readers
- Pledge donations – real-time tracking of pledge donations made to your read-a-thon across all teams and individual readers
- Display links to donation pages – ability to have parents and readers view other public donation pages to generate more donation support for your read-a-thon.

Keeping links to reader donation pages drives more pledge donations to your read-a-thon! Stats have shown us that parents are motivated to donate to other children as well to support your school reaching its targeted fundraising goals! By providing access to public donation pages through the leaderboard, you provide additional fundraising options for parents looking to support your read-a-thon.

Your leaderboard is only visible to your supporter (parents and readers) and not made publicly available on donation pages for donors to see providing a safe and secure competition to increase the FUN in fundraising!

Payment Setup – Connecting to Stripe

Once you've created your custom community message, the next step is to connect your read-a-thon fundraiser to our 3rd party donation fulfillment partner, **Stripe**. Stripe (www.stripe.com) is a market leader in online banking and fulfillment services and provides our RFMS customers with security and flexibility when it comes to managing online pledge donation to their read-a-thon fundraiser.

Read for My School has partnered with Stripe to provide you a safe and secure credit card processing platform integrated directly into your read-a-thon. It's FREE to set up and once your fundraiser is connected to your Stripe account, you can manage all online transactions directly with the RFMS web app. To connect your fundraiser to accept online pledge donations, click on the CONNECT TO STRIPE button on your administrator My Fundraiser page.

While there are many providers out there, Stripe provides our customers with a simple, yet secure platform that can transfer funds directly from Stripe (made through your fundraiser) directly into your preferred bank account saving you time and volunteer resources to support your read-a-thon

Information you will need to create your FREE Stripe account

- Company or non-profit organization information – This includes your Tax ID number to register your business to Stripe
- A mobile phone contact number – Stripe provides an extra layer of security and will ask for your mobile number. Once you provide your number, Stripe will provide an SMS notification with a secure identification code for you to insert to complete your account registration.
- Contact information – As the account holder (administrator) creating the account on Stripe, you will need to provide basic contact information. This information is only maintained to associate an account manager to your FREE Stripe account.
- Banking information – You will need to supply specific banking information that will be used to identify where you would like Stripe to distribute your read-a-thon profits obtained by your donors. Again, Stripe is a secure, worldwide leader in online banking and provides you options below to identify your banking requirements.
    - Banking information – routing number; account number
    - Debit card – account number; expiration date

Once you've successfully created your Stripe account and connected it to your fundraiser, you now can accept online pledge donations through your public donation pages. Later in the document, we will go over managing your online pledge donations within the RFMS web app through your Donor List Page as well as your new Stripe dashboard.

Cool tip!

Talk to your PTA, PTO, HSA, or school to discuss how best to handle online pledge donations. Every community group and school has certain processes to follow so please make sure to talk to our support team experts on tips and how best we can support your fundraising requirements.

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Setting up reading and fundraising teams

OK, you've created your read-a-thon account, community message and connection to your FREE Stripe account to accept online pledge donations - Congrats! What's next?

A successful fundraiser is all about teamwork so let's start building out your reading and fundraising teams that will support your read-a-thon. With RFMS, we've provided you with the tools to build them in minutes.

Creating teams

Whether you have active teacher participation for your fundraiser or need to manage your read-a-thon all on you own, the first step in a successful event on Read for My School is to create your reading and fundraising teams. A team could be a classroom or group of supporters that make up your read-a-thon. No matter how to decide to build out your teams, you need to fill out a simple form to get a team built and ready to go. Once a team is built, a unique team invite code is generated that can be shared with others who want to join in on the fun. Supporters will use that invite code to successfully register and join that team.

Here's what you need to create a team

1. First and last name of team leader – Every team has a leader. The system is built so that team leaders (Example: teachers) can participate and support your read-a-thon.
2. Email address – We will send an invite to the email address you provide so that your team leaders have the instructions needed to register and support your fundraiser.
3. Select grade level – If the team is a classroom, select the grade level. If it is not a classroom team, just select OTHER
4. # of student – or supporters of the team. This information will allow you to track team participation progress as they sign up for your fundraiser.

Once you've completed the form, click create and a team will appear on your TEAMS page.

Creating reading and fundraising teams is an important first step and should be done before your read-a-thon is set to launch. The goal would be to create your teams first (get your teachers set up) then when you launch your read-a-thon, get your parents and readers invited (see below).

Cool tip!

Even if your team leader you invite doesn't participate or register to support your fundraiser your team is built and team invite code is generated. This provides you an easy way to manage the entire fundraiser by yourself w/o the assistance of others.

Sharing team invite codes

Now that your reading and fundraising teams are ready to go, the next step is providing your supporters – parents and students – with invite codes to join in on the fun!

Each reading and fundraising team created to support your read-a-thon has its own unique team invite code so please make sure that you are providing the right codes to the right supporters.

We offer several options to share team invite codes with parents and readers. To access these options, click on the INVITE READERS button within each of the team pages and chose an option below that works for you.

1. Copy invite link – This is an easy copy/paste invite link that you can share to anyone – SMS; email
2. Send invite link via email – With this option, you will need to insert the email addresses of individuals you want to invite and RFMS will send out a custom email with instructions.
3. Print invite codes – We can generate a custom parent letter that contains instructions as well as invite code to hand out to students to take home.

If you are promoting a large school fundraiser (20+teams) you might with to download our invite code tracking sheet from our toolkit. It's an easy way to distribute all of your team invite codes with one parent letter so you can cut down on paper costs.

Now that you've sent out your team invite codes to parents and students, you are pretty much ready to go to manage your read-a-thon directly within our Read for My School web app, The next section goes over managing the RFMS web app as well as helpful tips to make sure you are successful in reaching your targeted reading and fundraising goals.

Managing your read-a-thon fundraiser

Now that your read-a-thon has launched, your fun is just getting started! This next section outlines how easy it is to manage your read-a-thon fundraiser directly within the RFMS app as well as helpful tips on what you can do to make it a successful one for your supporters and donors.

Develop a good communication plan

Putting together a solid communication plan to drive participation with your supporters is critical to a successful fundraiser. RFMS provides you with the tools to send custom emails with ongoing announcements you want to make throughout the duration of your fundraiser.

Create an email announcement – Making an email announcement to your supporters is easy on Read for My School. Just click on your TEAMS page and click on the MANAGE TEAM button. Select CREATE ANNOUNCEMENT. There you can write a custom

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email message that will be sent directly to your supporters. It's a great way to provide updates and promote incentives that you plan on promoting for your fundraiser.

Providing ongoing communication drives up participation and support for school fundraiser so take some time to work on a communication plan that works for you.

Manage your Donor List

A big challenge in any fundraiser is managing pledge donations that are coming into your school on behalf of donors. With this in mind, Read for My School has designed the Donor List page that provides you with all of the information you will need to manage this within the RFMS web app. Your Donor List page provides real-time updates across all online pledge donation transactions within your read-a-thon. All users within your fundraiser have their own Donor List page, but as the administrator, you can oversee all transactions across all teams and individual supporters.

Here's what you will see on your Donor List page across each online transaction within your read-a-thon fundraiser:

- Donation date: Date when the online pledge donation was received
- Donation amount: The amount of the online pledge donation
- Donor contact information: donor name and email to communicate with donor
- Donor comment: comment donor left to beneficiary
- Corporate matching: yes/no for corporate matching opportunity
- Donation team: What team was credited with the online pledge donation
- Beneficiary: What reader was credited with the online pledge donation

Manage donation reports offline

With RFMS, you can also download your complete Donor List directly onto your desktop to work offline if you need it. Just click on the DOWNLOAD CSV button on your Donor List page to download a full transaction report that you can view and manage within Microsoft Excel as a CSV file. This file type provides you flexibility within Excel to format records the way you want to see them. This is an easy way to work offline at any time or after your read-a-thon ends.

Manage team rosters and individual reading records

A big part of the Read for My School program is the ability to access real-time progress across all supporter reading records. Whether you are looking for team stats or individual achievements you have instant access to manage a reading challenge that is both FUN and FAIR for your supporters. While all users (parents and readers) manage their own reading records, both the event administrator (you) as well as team leaders (teachers) also have access just in case there needs to be revisions to the records due to inaccurate reporting on reading logs.

To access reading records, go to your Teams page. There you will find a complete progress report of teams supporting your read-a-thon. Click on a specific team to view the team's reading roster. T add minutes to a specific team or set of individuals, go to the specific team you wish to add reading minutes. There on the reading roster of the team under MINUTES READ you will see a ("+") icon button. Click the ("+") icon and a minutes recorder will appear. Select the number of minutes you wish to add as well as click on the boxes of the students you wish to add

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minutes to in the reading roster. Once you've selected the minutes, click ADD and the reading minutes will be added to the readers you have selected.

Team leader (teachers) can also manage reading minutes for the team they manage so if there is a case where students are reading together in the classroom, a team leader (teacher) can assign reading minutes to supporters within their team.

Make sure to talk to your team leaders (teachers) so that they know they can track and manage classroom reading sessions to support your read-a-thon fundraiser. Getting the teachers involved is a fun way to drive participation in the classroom.

Manage reader profiles your read-a-thon

Read for My School understands that there might be scenarios at home or in school that will prohibit100% participation with your students. With this in mind, we designed a tool to allow you to manage multiple reader profiles under one account. Managing multiple profiles allows our customers to strive for 100% participation and options when dealing with certain social and economic issues communities my face when promoting a fundraiser online.

What are the benefits of managing multiple reader profiles under one account?

1. A parent who has multiple children attending the same school fundraiser needs the flexibility to manage all their children's reading and fundraising progress under one account.
2. A teacher who needs to add and manage students who might not have access to technology at home under one account so everyone in the classroom can participate in the read-a-thon.

All users can add and manage multiple reader profiles as follows:

- Login to your RFMS account
- From your home page, click on MANAGE MY PROFILES from user profile menu
- Click on CREATE READER PROFILE button
- Create your reader profile and assign them to a reading and fundraising team. All readers need to be assigned to a team within the fundraiser.
- Click SAVE to save profile in your profile manager.

IMPORTANT: Our profile creator as well as other reading and fundraising features will only be active once you connect your read-a-thon fundraiser account with Stripe.

When managing multiple reader profiles, please remember that you are overseeing the reading and fundraising progress of that reader profile against goals set for your read-a-thon. As the person overseeing your reader profiles, need to track their reading sessions and share their public donation page to raise money for your school.

Read for My School Resources

Do you still require assistance with setting up your read-a-thon or tips on how to promote a successful fundraiser? If so, click on the links below. Our #1 goal is providing quality customer care so please do not hesitate to reach out with questions or requests for assistance.

Talk to RFMS - Want to chat with someone in our RFMS support team? If so, please go to https://www.readformyschool.com and click on our in-app support center icon. There you can speak with a support team rep or search for answers to questions you might have about our reading and fundraising program.

Need Materials? Interested in Read for My School but would like more information to share with your PTA, PTO, or school administration? If so, please take a look at our PTA/TO fundraising toolkit. There you will find materials that you can share with others looking to promote literacy and giving back to your school.

Take the 20/20 Challenge! – Need a plan or theme for your read-a-thon. Download our 20/20 Challenge plan as well as promotional materials you can use to get your read-a-thon up-n-running in minutes!

30-day Communication Plan – Best practices on how to market your fundraiser to your supporters.

RFMS Support Center – Whether you are looking for FAQs, training videos, or downloadable documents, you can find what you need at our RFMS support center.

Sample Donation Page – Our public donation pages highlight both your cause-marketing message as well as student achievements to connect with donors who care.

So what are you waiting for? Create your FREE read-a-thon account today and let's get kids excited about reading while learning the importance of giving back to your school!