



Administrator Quick Start Guide

www.readformyschool.com



Hello!

Welcome and thanks for your interest in learning more about our reading and fundraising solution, Read for My School!

FREE to set up and FREE to use, Read for My School empowers all communities to create a custom, high-impact school reading and fundraising challenge that delivers results! We understand that school fundraising can be challenging and that promoting the right one takes time and good planning to get right. This includes finding the right partner that can work with you to develop the right plan.

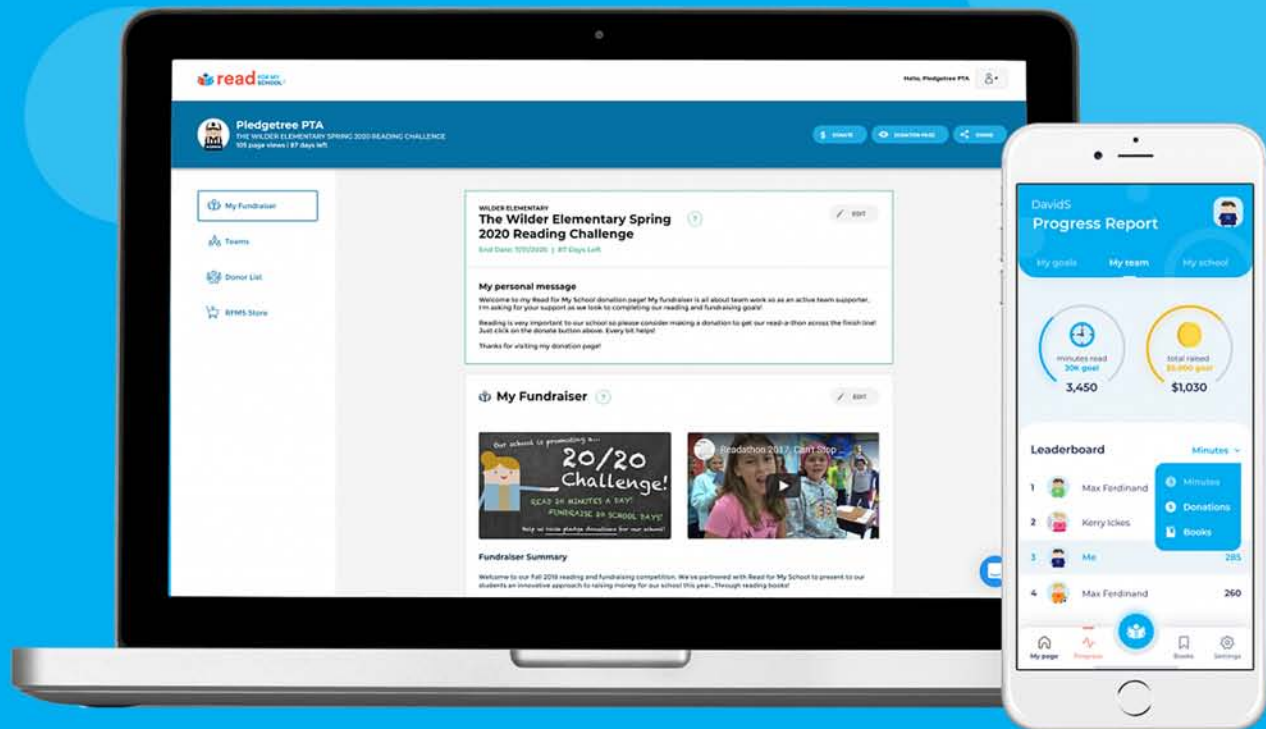
With Read for My School, quality customer care is our promise to you which means our support team of experts is here to help you along the way. Our Administrator Quick Start Guide will provide you with step-by-step instruction on how to set up your fundraiser the way to need it. If you have additional questions, please reach out and we can schedule a time to meet and answer your questions.

Read for My School Support Team





No-hassle fundraising that can be managed with one volunteer resource - YOU!



Follow these simple steps to get your reading and fundraising challenge off the ground.

Step 1: Create your fundraiser story - fundraising is all about storytelling so create a story that connects with your donors.

Step 2: Build your reading and fundraising teams - Whether promoting a large school or small classroom challenge, create teams that your families will join to support your fundraiser.

Step 3: Connect to Stripe - Create your FREE Stripe account to start collecting online pledge donations directly through our apps!

Step 4: Share your fundraiser with others - Distribute your private invite code so families can join in on the FUN in fundraising!



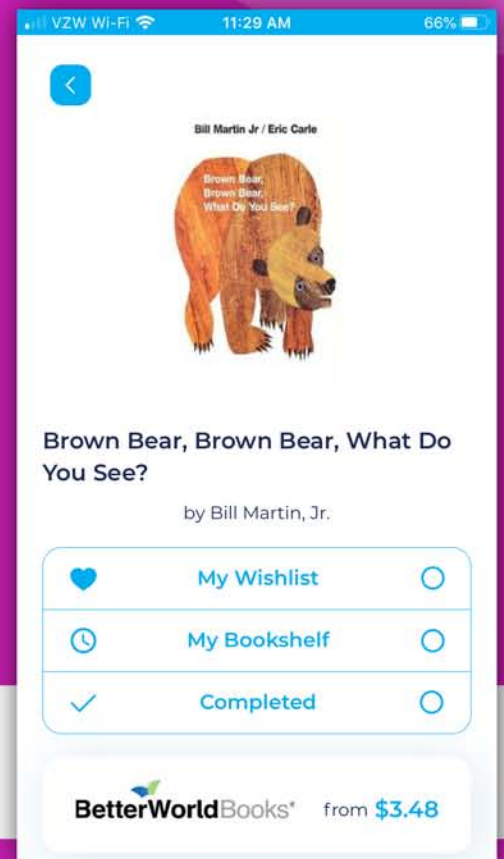
Got Books?

Read for My School recommended books lists provide guidance to families supporting your fundraiser to grade-level, age-appropriate books to read and support digital reading challenge.

Use our new **RFMS Book Scanner** to scan and track the book you are reading in the app!

Build out your own **Book Wish List** of titles you want to read. Who knows, maybe a donor will grant you that wish!

Purchase book recommendations at **discounted prices** from BetterWorld Books.



Set custom goals to drive your reading challenge!



Students unlock six hidden reading and fundraising achievement badges from goals that you set up!



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Creating your fundraiser on Read for My School

As with all software solutions, you need to follow some simple steps to get your school fundraiser account created on Read for My School. To assist you, we've provided a quick start guide that can walk you through the basic steps.

To get started, go to Read for My School home page –

<https://www.readformyschool.com>

From the home page, select **CREATE FUNDRAISER**. From there, follow the simple steps below to create your custom fundraising account on Read for My School.

Select sign-in option for your administrator account

Read for My School provides you with a variety of sign-in options below to create your administrator account. No matter which option you choose, the sign-in option will become your login credentials for your administrator account. If you decide to change sign-in credentials later, you can easily edit your administrator profile account within the app once your fundraiser account is created.

Read for My School sign-in options:

1. **Facebook** – Login/register with your Facebook account credentials
2. **Google Gmail** – Login/register with your Google 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. Also, if you are using a school network address, talk to your IT administrator to make sure your school doesn't filter 3rd emails or posts them to your JUNK folder. If you have questions, please reach out our support team for assistance.

Create your fundraiser account

Once you've selected your preferred sign-in option, the next step is to input some information about the fundraiser you are creating on Read for My School.

1. **Name your fundraiser** – **Example:** *The Wilder Elementary School Reading Challenge*. This is the name or “theme” of your reading and fundraising challenge.
2. **Select location** – RFMS supports fundraisers in the US (USD); UK (GBP); EU (Euro); Canada (C\$); Australia (A\$).
3. **Insert school name** – Insert school or institutional beneficiary of your fundraiser. If you are representing something other than a school (library; community org) just insert the name of your organization.

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



IMPORTANT: You can always change your end date on your My Fundraiser page at any time once you've created your fundraiser account. With Read for My School, there are no time restrictions so you are in complete control of when you want to promote your fundraiser as well as how long you want to run it.

Once you've created your fundraiser, click the [CONTINUE](#) button and move onto the final step – creating your administrator profile.

Create your administrator profile

Every fundraiser on Read for My School 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 event, the event administrator will be the point person for your fundraiser.

To create your administrator profile:

1. [Insert display name](#) – this would be the profile name your fundraising supporters would see in the system. **Example:** *Wilder PTA Administrator*
2. [Insert first and last name](#) – This information is for internal record keeping only and is not displayed across any public fundraising pages on our platform.
3. [Select profile avatar](#) – All participants supporting your fundraiser on Read for My School can choose a cool avatar to display so select one that works for you.



IMPORTANT: There is only one event administrator per fundraiser and must accept our [Privacy Policy](#) and [Terms of Use](#) guidelines. Quality customer care is our promise to you which includes providing a safe and secure digital fundraising 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 event administrator and created your fundraiser account on Read for My School, you will be taken to your personal My Fundraiser page to start building out your custom reading and fundraising challenge.

Setting up your fundraiser

Once you've created your fundraiser 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 reading and fundraising challenge. This page will become your personal dashboard or “home page” for the duration of your fundraiser on Read for My School.

The guide below provides you with a quick understanding of the features we offer as well as helpful tips to get you thinking about how best to promote your custom reading and fundraising challenge on Read for My School.

My Fundraiser Page

Your My Fundraiser page provides you with a set of administrative tools that assist you in setting up your fundraiser on Read for My School.

Below provides a description of the tools provided on your My Fundraiser page.

Edit your fundraiser

At any time, you can edit your fundraiser account profile as well as end date that you put in place when you created your fundraiser account. 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](#) who supports your fundraiser on Read for My School has a public donation page that they can share to raise money for your school – [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.



[There are no time restrictions with your fundraiser on Read for My School:](#)

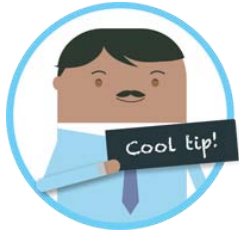
That's right! You can promote a large school or small classroom reading and fundraising challenge when you want and for as long as you need it. Our goal is to provide you with the tools and support so that your fundraiser works for your school needs.

Create your fundraising story/theme

We believe fundraising is all 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 donors.

1. [Upload an image](#) – example school mascot or logo
2. [Post a video](#) – RFMS supports YouTube and Vimeo so share your video link that gets kids excited about supporting your fundraiser.
3. [Write a story](#) – You can use our template or write your own fundraising message that connects with your donors.

4. **Highlight your fundraising objectives** – Create a list of goals you are trying to reach or even describe how funds you are raising will be used to support your fundraiser.



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

Set up your reading and fundraising goals

Setting goals is a perfect way to motivate your supporters as well as set objectives that you want to achieve with your fundraiser. With Read for My School, we provide you the tools to set up overall as well as individual goals that align to your fundraising needs.

Community goals are overall reading and fundraising goals you want all teams to collectively reach by the end of your fundraiser. An example would be goals highlighted below that represent your overall objectives for your fundraiser.

- Community fundraising goal = **Raise \$10,000**
- Community reading minutes goal = **Read 1,000,000 minutes**
- Community books goal = **Read 5,000 books**

Individual goals are reading and fundraising goals set for an individual participating in your fundraiser. An example would be goals highlighted below that represent overall objectives per student or family.

- Individual fundraising goal = **Raise \$50**
- Individual reading minutes goal = **Read 400 minutes**
- Individual books goal = **Read 5 books**

Looking to create custom goals per team? We understand that 1st grade reading goals might be different than 5th grade so talk to our support team of fundraising experts to work with you to design custom goals that work for your school needs.



Is there an option to only promote reading minutes and not books? Yes! You can easily turn off books and only define your fundraiser goals by reading minutes and pledge donations only. Just click on the **EDIT** button on the fundraiser goals tool and check that you would like to turn off the books portion of the fundraiser. It's that easy!

Set up your custom reading and fundraising leaderboard

Kids are naturally competitive so there is nothing better than driving excitement for your fundraiser than through a custom leaderboard that tracks real-time stats across teams and individual students. [With Read for My School, we provide you with ON/OFF options to create a custom leaderboard that works for your community.](#)

- [Reading minutes](#) – real-time tracking of reading minutes across teams and individual readers.
- [Books read](#) – real-time tracking of books read across teams and individual readers.
- [Pledge donations](#) – real-time tracking of pledge donations across teams and individual readers.
- [Display links to donation pages](#) – ability to link from leaderboard to individual student donation pages to generate more donations to support your fundraiser.

Your leaderboards are only visible to your supporters (parents and readers) within your Read for My school apps. Leaderboards are not made publicly available on donation pages for donors to see providing a safe and secure reading challenge to put the FUN in fundraising!

Connecting to Stripe collect online pledge donations

Once you've created your custom community message, the next step is to connect your fundraiser to [Stripe](#) so that donors so you can start collecting online pledge donations for your fundraiser. Read for My School has partnered with Stripe to provide you a safe and secure credit card processing platform integrated directly into your fundraiser. It's [FREE](#) to set up and once your fundraiser is connected to your Stripe account, you can manage all online transactions directly through the Read for My School app. To connect your fundraiser to your Stripe account, click on the [CONNECT WITH STRIPE](#) button on your My Fundraiser page.

When connecting to Stripe, please provide the following information to connect your fundraiser to your new Stripe account.

- [Company or non-profit information](#) – This includes your Tax ID number to register your business with Stripe.
- [A mobile contact number](#) – Stripe provides an extra layer of security and will ask for a contact number. Once provided, Stripe will SMS a verification code for you to successfully complete your registration.
- [Banking Information](#) – You will need to supply specific banking information that will be used to identify where you would like Stripe to distribute your fundraising profits obtained by your donors. This includes your banking routing and account numbers.

Once you've successfully created your Stripe account and connected it to your fundraiser, you can now start collecting online donations from your donors. Your Stripe

payments will be wired every Monday (end of business day) for the previous week of donation activity within your fundraiser. You can access your Stripe account dashboard at any time on your My Fundraiser page within the Read for My School app.

Setting up your reading and fundraising teams

OK, you've created your fundraiser account, community story and connected to Stripe to accept online pledge donations – Congrats! What's next?

A successful fundraiser is all about teamwork so let's start building out your reading teams that will support your fundraiser. Creating teams is a simple way to design how you want your supporters to participate in your fundraiser. You can create a list of teams that represent individual classrooms or just create one team where everyone is focused on one common goal. No matter how you set up your teams, Read for My School provides you with a simple way to design your fundraiser the way you want.

Creating reading and fundraising teams

To create a team, click on your [TEAMS](#) page and select the [CREATE TEAM](#) button. Then, fill out the form based on the information below:

1. [First and last name](#) – name your team. Example Mr. Smith Class
2. [Email address \(optional\)](#) – We will send a link to the email address you provide so that your team leaders have instructions to register and manage a team. If you don't insert an email address, you will manage the team.
3. [Select grade level](#) – Insert grade level of team. If the team does not represent a grade, select "other".
4. [# of students](#) – This information will allow you to easily track participation rates for your fundraiser on your TEAMS page.

Once you've completed the form, click [CREATE](#) and the team will appear on your Teams page list. Families registering for your fundraiser will now be able to see your new team to register their child when you decide to launch your fundraiser. [Creating your reading and fundraising teams is an important first step and should be done before your fundraiser is set to launch.](#)



IMPORTANT: Creating your reading and fundraising teams is an important first step and should be done before your fundraiser is set to launch. If you need assistance or tips on how best to design your teams, please reach out to our in-app support team for assistance.

Sharing your fundraiser invite code

OK - Ready to launch your fundraiser so that others can join in on the fun? With Read for My School, all you need to do is share one single invite code to all of your supporters.

Families who receive your invite code can register and select the team they need to join to support your fundraiser.

We offer digital and print options to share your fundraiser with families when you decide to launch your fundraiser on Read for My School.

1. [Copy/paste invite link \(digital\)](#) – Copy and paste your fundraiser invite link via SMS chat, email, or through social networks.
2. [Print invite code \(print\)](#) – Print out a custom parent letter that you can distribute to your supporters. We provide all of the instruction and information to get your supporters registered when you want to launch.



[Share your administrator donation page.](#) You can easily share your administrator donation page when you launch your fundraiser. Your donation page has a JOIN FUNDRAISER button so families have easy access to join your fundraiser. To share, just click on SHARE FUNDRAISER button on your Read for My School app and select a share option that works for you.

Once you send out your invite code to parents and students you are pretty much ready to go. The next section goes over tips on how you can manage your fundraiser and simply things you can do to make it fun for you and your supporters.

Tips on managing your fundraiser

Now that your fundraiser has launched and invite code sent to your supporters to register, here are some tips to manage everything within the app while putting the FUN in fundraising.

Develop a good communication plan

Putting together a solid communication plan with your supporters is critical to driving participation with your fundraiser. With Read for My School, you can easily update your supporters directly within the app! Just go to your [TEAMS](#) page and the select [MANAGE TEAMS](#) button. Then, click on [CREATE ANNOUNCEMENT](#) and we will send your message right to your supporters. It's an easy way to update everyone about all the excitement going on with your fundraiser.

Manage your Donor List

A big challenge in any fundraiser is managing pledge donations that are coming into your school on behalf of your donors. With this in mind, we've designed the [DONOR LIST](#) page that provides you with everything you need to manage everything within the Read for My School app. Your Donor List page provides real-time updates across all online pledge transactions as well as donor contact information to manage any communication required with the donor.

Your Donor List provides the following information for each online transaction:

- [Donation Date](#) – Date when the pledge transaction was processed.
- [Donation amount](#) – The amount of the pledge transaction
- [Donor contact information](#) – Donor name and email address
- [Donor comment](#) – donor comment made to beneficiary (reader)
- [Donation team](#) – which team credited the pledge transaction
- [Beneficiary](#) – The reader who received the pledge transaction on behalf of donor.



[Is there an option to manage pledge donations offline?](#) Yes! With RFMS, you can easily download your complete donor lists as well as student performance reports offline. You can download CSV files containing updated information that you can use in Microsoft Excel or Google Sheets.

[Manage team and reader reports](#)

A big part of the Read for My School program is the ability to access real-time reading and fundraising progress across all teams and individual students. While promoting school fundraisers can be challenging, with Read for My School administrator tools you can easily view and edit reading records if there is misuse providing a fair and fun reading challenge that works for everyone. To view team and individual progress, go to your [TEAMS](#) page and select a team to view. Then, click on an individual student to view their reading records. Managing a reading challenge has never been this easy!

[Manage reader profiles](#)

Read for My School understands that there might be scenarios at home or in school that will prohibit 100% 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 your supporters (parents) who might have multiple children participating in your fundraiser to create and manage their progress under one account directly in the app! Parents can create and toggle between profiles to track reading and share your fundraiser to raise money for your school.



[Still need help setting up your fundraiser on Read for My School?](#) Read for My School provides FREE in-app support that will help you design a fundraising plan that works for you. Talk with our support team of experts to see what we can do to make your fundraising experience on Read for My School the best it can be.