



READ-A-THON Project Coordinator

Beacon Hill PTA 6.15.42

This project coordinator is an appointed position, approved by simple majority vote at a board meeting in the spring. The term of this position is one year, beginning July 1st and ending June 30th of the following year. A commitment of at least two terms is desirable. The Read-A-Thon Project Coordinator will report to and be assisted by the Fund Raising Chair. Heidi Gans is a past RAT Coordinator and can be contacted for guidance.

Duties and Responsibilities / Process

Pre-planning:

- See also Walk-A-Thon (WAT) job description for ideas, as many aspects of the process are similar.
- Work with PTA and school staff to determine date for RAT. Plan right at beginning of school year, for event to take place in Sept or Oct.
- Determine budget for supplies and expected income. Confirm if Book-It or other associated events are to be planned; whether or not books will be given to kids, depending on each year's budget / plan.
- Ensure event date is communicated in newsletter, family email, etc.

Envelope preparation:

- Update RAT information and sponsorship handout templates in English.
- Send to IAs to have them translated into Spanish, Chinese, Vietnamese, Tagalog, and Somali. Best to have them sent through email within the school system. Good Contact: Sue Fluegel D2
- Acquire an official list of students and their home languages for their PM classes and create labels for envelopes. Good Contact: Volunteer Coordinator Nancy Fujimoto.
- Make the correct number of photocopies in the 6 languages (with English on the back) and staple them to envelopes.
- Sort envelopes by PM class for distribution.

Kickoff 2 weeks before RAT:

- Coordinate a RAT presentation schedule with staff by pod. Good Contact: PTA Staff Liaison.
- Present RAT to kids and give out envelopes. Wear PJs, give nickel as first sponsorship to each child, act out a mock sponsorship scenario, mention safety, motivate with prizes (most sponsors, most money by grade and class, number of folders returned).
 - Students are instructed to:
 - wear their PJs (or uniform),
 - bring a book they love to share,
 - bring their RAT envelopes with all their sponsorship money
 - bring any available parents or relatives
- Wave Read-A-Thon poster board at pick-up/ drop off.

- Work in advance with PTA Bulletin Board Coordinator to have a Display created for the display case.
- Make sure Volunteer Coordinator Nancy Fujimoto and Principal Aramaki send reminders in the two week interval. Remind teachers to keep moral up.

The Day of RAT:

- Teachers are largely responsible for RAT activities and festivities, centering on reading activities in classrooms, some with visiting readers / listeners.
- Money counting happens day of RAT.

Money Counting:

- Envelopes that come back to school are kept in the safe. If too many come in before Nov 4th, provisions must be made.
- Arrange for a money-counting team to count money in a secured location. State-PTA standards recommend teams of 3, with all cash deposited same day to the bank by a team of 2. Red Apple may agree to count coins with their machine and should be recognized in the newsletter and with a thank you card.
- All donors of \$100 or more should be recognized with a Thank You card.
- Provide Treasurer with an accounting of grand total raised, and deposit slips. Treasurer should not be expected to count money, though he/she may volunteer to do so.

Ideas for Prizes:

- Avoid individual prizes.
- All grades that return all their envelopes get something (i.e., an extra free dress day)
- The grades that raise the most money and get the most sponsors get something (i.e., an extra recess)
- The classes that raise the most money and get the most sponsors get something (i.e., popcorn party, pizza party, lunch with Mr. Aramaki, elect a Principal for the Day, etc.)
- Book It Theatre
- Book It is an annual event chosen, planned, and carried out by teachers as a celebration of RAT. Usually the PTA helps fund this. Contact: Heather Chavez, Sue Fluegel

Wrap Up:

- Communicate final \$s collected to PTA Treasurer; to Newsletter Editor; to PTA Bulletin Board Coordinator to ensure success is celebrated throughout school.
- All donors of \$100 or more should be recognized with a Thank You card.