

CDM “Ofishally” Announces

Read-a-Thon 2024

October 14th - 18th

<https://pledgestar.com/cdmpta/>



Frequently Asked Questions:

Q: What is Read-a-Thon?

A: The Read-A-Thon is a week-long, school-wide program that encourages children to read more. It is also the only PTA fundraiser this year! 100% of the proceeds will be used to fund educational materials and programs at Carmel Del Mar. This means it supports all students at our school. Please help us reach our goal of **\$40,000!**

Q: What are the dates of the Read-a-Thon?

A: October 14th through October 18th. Reading done before or after these dates is terrific, but does not count toward the Read-a-Thon.

Q: What does my child need to do to participate in the Read-a-Thon?

A: Register your student on Pledgestar. (<https://pledgestar.com/cdmpta/>) Your student will have an online reading log, and any minutes read outside of school can be logged in that online log. While it is not a requirement for participation, we encourage your student to ask for donations for their reading. Or, parents can ask for donations on their child’s behalf. You can do this by sending out at least 5 emails from the Pledgestar account.

Q: My child cannot read, yet, on his/her own. Can my child still participate?

A: Most definitely! Parents, guardians, siblings and other family members and friends may read aloud to or along with your child. Reading can be in any language.

Q: What counts for reading?

A: Any time your child spends reading **outside** of school during the Read-a-thon.

Q: Whom should my child ask to be a sponsor?

A: Sponsors can be parents, relatives, friends, neighbors – anyone who has a connection to your child, would like to encourage reading, and would like to support our school.

Q: How is the money collected from sponsors?

A: Donations can be made via credit card on the Pledgestar page. The Read-a-Thon and collection of funds toward prizes will end on Friday, October 18th at midnight. Sponsors can use the receipt from Pledgestar for tax- deductible donations and Company Matching Programs.