



## ***MS Read-A-Thon: HERE'S HOW IT WORKS!***

### ***Before and When you Register***

- An MS representative will telephone you to ask for your participation in the MS Read-A-Thon
- You've been registered and have picked an assembly date and time.

### ***2 to 3 Weeks Before Your Assembly***

- We will mail you a pre-assembly package which includes: a confirmation letter, parent letters, and student /teacher envelopes. This material will need to be distributed after the day of the presentation.
- Also included: promotional and staff room posters for you to post around your school.

### ***3 to 7 Days Before Your Assembly***

- Send parent letters home with students.
- We will be calling you to confirm our arrival and assembly dates.

### ***1 Day Before Your Assembly***

- Make an announcement that the MS Read-A-Thon kicks off tomorrow!

### ***Day of Assembly***

- On assembly day, an MS representative will arrive on the scheduled day and time to present the MS Read-A-Thon to the students. This 30 minute assembly consists of a presentation on multiple sclerosis, The MS Society of Canada, an explanation of the MS Read-A-Thon programme and a video. After the assembly, your school can hand out the student envelopes, teacher pens and awards posters to each classroom teacher.
- Back in the classroom, the teacher will then distribute the materials to each of the students that are interested in participating.

### ***The Reading Period***

- The students take the student envelope home. They read for three weeks, counting how many minutes they spend reading and seek sponsors. It is emphasized in the presentation that sponsors are FRIENDS AND RELATIVES – door to door solicitation is NOT part of the program.
- Encourage the students to read and fund raise (request our Motivation Ideas Handout for some quick, easy and fun ideas.)

### ***As or After the Reading Period Finishes***

- We will make arrangements for the pickup of the completed envelopes. We will fax a confirmation letter for money pick up and shortly after we will mail your confirmation pick-up letter along with materials as needed.
- After the three week reading period, we recommend a two week pledge collection period for the students. After they have collected all their pledges, we ask that the students bring their completed envelopes with the funds to the school.
- We ask that the general office, each teacher or library be the collection point for all the MS Read-A-Thon envelopes. Each teacher will be provided a large envelope to collect their student's smaller envelopes.
- We request, that all funds contributed should be cheque, credit card or money order.
- **All monies collected will be counted at the MS Society. Teachers do not need to count each individual envelope. Please leave the envelopes sealed and the money counting for the MS Society.**
- Tax receipts will be issued by the MS Society for each donator that donates over \$15.00.
- Money will be picked up on assigned date. (please contact

### ***After Courier Picks Up Money***

- Within 3-6 weeks of receiving the pledges we will have the funds counted. The awards will be sent to you along with a detailed list of the student's names, number of minutes read, grades and teachers. Accompanying the awards will be your schools Scholastic Canada Gift Certificate, as well as the Top Reading and Fundraising Certificates for students. If applicable, your school may receive a 10% incentive cheque if the school raises over \$2500.00. Incentive cheques are issued 3 times per year at the end of each session.

**The MS Read-A-Thon is an opportunity for the school to promote the love of books and the joy of reading while supporting a worthwhile cause.**

**For more information please contact:**

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***Thank you very much for being a part of the MS Read-A-Thon.***