

Readers in Action

Read-a-thon Fundraiser



BOOKS IN HOMES
USA

Every Page Read Pays Off—for Students, Schools, and Readers Nationwide!

With the Readers in Action Read-a-Thon, students raise funds by reading—earning reward points to choose books of their own.

At the same time, your school benefits from funds raised, and Books in Homes USA expands access to books for children across the country.

It's a powerful, feel-good fundraiser where everyone wins—and it all starts with a book.

How It Works

Your school signs up—we do almost everything else!

Just send us a list of classroom teachers and a point of contact, and help share the info with families.

We provide:

- ✓ A fundraising dashboard for students and families
- ✓ Family fundraising options (perfect for households with multiple kids)
- ✓ Classroom fundraising pages
- ✓ Ready-to-use promotional materials
- ✓ Full support every step of the way

We'll Help You Spread the Word!

To make the event a success, we'll provide a full suite of ready-to-use materials to promote your Read-a-Thon to students, families, and the wider community— from posters and digital flyers to email templates and classroom challenges. Everything is designed to be simple, fun, and flexible—schools can be as hands-on or hands-off as they'd like.

Plus, this is more than just a fundraiser—it's a chance for kids to explore the joy of reading and philanthropy by helping get books into the hands of other children.

Where the Funds Go:

20% to student rewards | 40% to your school | 40% to Books in Homes USA

Example: If your school raises \$5,000 (net):

- \$1,000 goes toward student book reward points
- \$2,000 goes to your school
- \$2,000 supports national book distribution and literacy programs

More details:

- 20% to students as reward points
 - Raise \$100 = 20 points = 2–4 free books from our special online reward catalog
- 40% to your school
 - Choose cash, or get even more value by using our exclusive community literacy Scholastic pricing

Savings Example:

“Dog Man: The Scarlet Shedder”

- List Price: \$14.99
- Teacher Store Price: \$11.24
- Our Price: \$8.54
- You Save: \$2.70 per book!

• 40% supports Books in Homes USA's work to bring free books and literacy opportunities to children nationwide

Ready to get started?

Let us handle the setup—your students will handle the reading!

To get started, contact Kate Bowersox, Executive Director:

 kbowersox@booksinhomesusa.org