



Pratham USA Readathon



Read books. Raise funds. Change lives!



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About Readathon

The Pratham USA Readathon is more than just a reading challenge; it's an opportunity for you to immerse yourself in the world of books while supporting learning for children in India.

By signing up to participate in the Readathon, you're taking part in a fun month-long reading challenge, where you'll read for up to 30 minutes every day for 30 days. During the challenge, you'll not only cultivate a love for reading but also raise funds to support Pratham's learning programs.

In this booklet, you'll find everything you need to know about the Readathon's purpose, how your fundraising efforts will make an impact, and tips for maximizing your experience.

Learn more at prathamusa.org.





Mohalla Libraries

Every child should have access to the magical world of books, but many children across India currently lack access to books. Our Mohalla Libraries program aims to change this, one neighborhood at a time.

Mohalla libraries are small community libraries set up in public spaces such as parks, community halls, and rooftops. Each library is stocked with 50-60 books, suitable for a range of interests and age groups. Local volunteers help run each library, helping children select new books and engaging them in fun activities like storytelling and games.

Your Readathon fundraiser will help us fill our libraries with age-appropriate books from diverse genres, ensuring more children have access to stories that ignite their imagination! Your contributions will also help us train and empower local volunteers — mothers, family members, and young people — who dedicate their time to fostering a love of reading amongst children in their neighborhoods.

Every \$100 you raise will:



Support one Mohalla Library for a year



Stock a library with 50 books



Provide 25-35 children with access

Taking Part in the Readathon

Getting Started

Step 1 - Register: Registering for the Pratham Readathon is quick and easy. Simply [click here](#) to sign up as a participant and join your team. Fill out the required information, including your name, email address, and any additional details. After you register, you'll receive an email to start your fundraising page creation.

Step 2 - Create Your Fundraiser: Your fundraising page is your central hub for sharing your Readathon journey and collecting donations. Once you get access, you can customize your page with a personal message, photos, and updates about your reading goals and fundraising efforts. Share your page with friends, family, and on social media to start raising funds for Pratham's learning programs.

Tips for Success

Create a Reading Schedule: Plan out dedicated time each day for reading to ensure you meet your reading goals. Whether it's in the morning, afternoon, or before bedtime, consistency is key.

Set Goals: Challenge yourself to read a certain number of books or pages during the Readathon. Set a fundraising goal on your fundraising page to track your progress and stay motivated.

Explore Different Genres: Step out of your comfort zone and explore books from various genres and topics.

Share Your Story: Use social media and email to share your Readathon journey with friends, family, and colleagues. Explain why you're participating and how their support can make a difference.

Say Thank You: Don't forget to thank your donors for their generosity and support. A simple thank-you goes a long way in showing appreciation.



Guiding Your Child



Parents play a crucial role in their child's success during the Readathon. Here are some guidelines to help you effectively support your child throughout their Readathon journey.

Encourage Regular Reading: Help them establish a consistent reading routine by setting aside dedicated time each day for reading. Ensure they have access to a variety of books or reading materials that cater to their interests and reading level.

Engage in Conversation: Engage your child in discussions about the books they're reading. Ask about their favorite characters, plot twists, and what they've learned from the story. Encourage them to share their thoughts and insights.

Set Realistic Goals: Help your child set realistic reading and fundraising goals for the Readathon. Encourage them to challenge themselves while also ensuring that their goals are achievable. Break down larger goals into smaller milestones to help them stay motivated.

Assist with Fundraising: Support your child in reaching out to family, friends, and neighbors for donations and support. Help them craft personalized messages and emails to potential donors, explaining why they're participating in the Readathon and how their contributions will make a difference.



Guiding Your Child



Provide Encouragement: Celebrate your child's progress and achievements throughout the Readathon. Offer words of encouragement and praise to motivate them to continue reading and fundraising. Remind them that every minute spent reading and every dollar raised brings us closer to our goal of supporting more children with vital learning opportunities.

Overcome Challenges Together: Encourage your child to persevere, even if they encounter challenges or setbacks during the Readathon. Point out that it's okay to ask for help and support when needed. Offer guidance and assistance to help them overcome obstacles and stay focused on their goals.

Celebrate Success: Celebrate your child's accomplishments and commitment at the end of the Readathon. Recognize their dedication and hard work, whether they met their reading goals, exceeded their fundraising target, or simply participated with enthusiasm.

Thank you for your support in fostering your child's love for reading and their commitment to changing lives through learning in India!



Fundraising Ideas

Themed Reading Marathon

Organize a "Reading Marathon" complete with a fun theme like "Reading Around the World" or "Mystery Night". Participants can dress up and get sponsorships based on the number of minutes they read.

Readathon Jar

Decorate a jar and label it "Readathon Donations." Every time a child reads for 30 minutes, they can add a sticker or a small token to the jar. This visual reminder serves as both a motivator and a way to track progress. Friends and family can donate a flat fee for the entire jar to be filled.

Book Swap

Invite your friends and family over and trade books with one another. Ask attendees to contribute a donation to take part.

Readathon Bingo

Create a Readathon-themed bingo card with reading-related activities or challenges, such as "read under a blanket," "read to a pet," or "read in a treehouse." Participants can seek donations from friends and family for completing a square or the entire bingo card.

Trivia Night

Organize a trivia night focused on literary themes, characters, and authors. Participants can form teams and compete in rounds of trivia questions related to popular books and literature. Charge an entry fee for teams to participate.

Storytelling Circle

Invite your friends and family over for a storytelling circle where participants take turns sharing their favorite stories or passages from books they love. Participants can make a donation for each story shared.

Movie Night

Host a movie night featuring film adaptations of beloved books. Participants can gather together to watch movies like *The Chronicles of Narnia*, or *Matilda* and enjoy popcorn and snacks. Charge an entry fee for the movie night, with proceeds going towards your Readathon fundraising goal.

Chore Match

Work with parents to create a chore chart where each completed task earns a small donation towards the Readathon goal.

Email Template

Donate Template

Use this template to invite your friends and family to support you in your Readathon journey. Don't forget to include the link to your fundraising page!

Subject: Join Me in Supporting Learning through the Pratham USA Readathon!

Dear [Friend/Family Member],

I hope this email finds you well! I'm excited to share that I've recently joined the Pratham USA Readathon, a fundraising initiative to support education for children in need.

For the next 30 days, I'll be dedicating 30 minutes each day to reading, all while raising funds for Pratham, an organization that works to improve learning opportunities for children in India.

I'm reaching out to ask for your support in this campaign. Your donation, no matter the size, will make a difference in the lives of children.

To contribute, please visit my fundraising page at [insert fundraising page URL]. Your generosity is greatly appreciated!

Thank you for helping me make a positive impact through the power of reading and learning.

*Warm regards,
[Your Name]*

Email Template

Thank You Template

Use this template to thank your friends and family for their gifts to your Readathon fundraiser. You can also print out one of our thank you cards provided in this guide.

Subject: Thank You for Supporting My Readathon Journey!

Dear [Name],

Thank you for your generous support during my participation in the Pratham USA Readathon.

Thanks to your donation and encouragement, I was able to not only meet but exceed my fundraising goal, raising [amount raised] to support learning for children through Pratham's programs in India. Your contribution will make a significant difference in the lives of countless children, providing them with access to quality learning opportunities and the chance to build a brighter future.

Once again, thank you for your support.

*Warm regards,
[Your Name]*

Additional Resources

In this section, you'll find more tools and materials to enhance your Readathon experience. From an engaging Readathon Bingo game to printable reading log sheets and thank you cards, these resources are designed to support and celebrate your commitment to reading and fundraising.

Thank you once again for choosing to support Pratham by participating in our Readathon. We're truly grateful for your participation and look forward to supporting you as your Readathon journey unfolds!



If you have any questions or would like to get in touch with the Readathon team, please email us at readathon@prathamusa.org



Pratham USA

Readathon Bingo

Read a comic
book

Read a
library book

Read a book
about an
animal

Read a book
about
summer

Read in a
blanket fort

Read a
book in a
series

Read to a
stuffed
animal

Read in your
pajamas

Read with a
snack

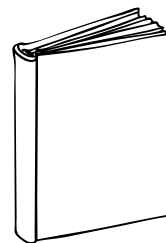
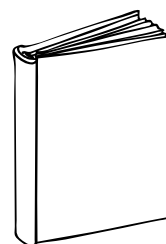
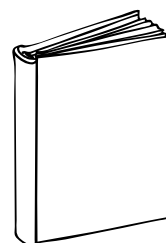
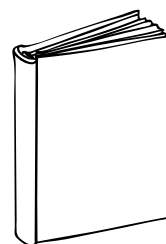
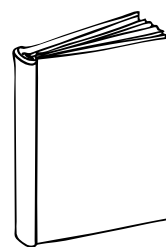
Read a
book about
another
country

Read a book
you've never
read before

Read with a
flashlight

Reading Log

Color one book for every 30 minutes of reading you complete during the Pratham Readathon!



Pratham USA

Reading Log

[illegible]**Pratham USA**

Pratham USA is a U.S. registered charity (EIN #76-0620808)
9703 Richmond Ave. #102, Houston, TX 77042, United States



Thank You!



Pratham USA





Pratham USA

Thank You!



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Pratham USA

Thank You!





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