



# READ-A-THON

SEPTEMBER 18-29, 2023

## SIGN-UP INSTRUCTIONS



### 1 REGISTER FOR READ-A-THON ONLINE OR DOWNLOAD APP

- Go to: <http://pledgestar.com/wcef>
- Or... download the Pledgestar App (Android or Apple). On the home screen enter your event code: "wcef" to locate your event
- Click "Not Registered for This Year's Event." **Please note: Even if you have previously registered** for a Pledgestar event, you will still need to click on "Not Registered" link.
- Enter your name and email address and click "Submit."
- Follow the instructions on-screen to register Reader(s) and add family and friends

### 2 PERSONALIZE READER PROFILE & LOG MINUTES READ

- After you have registered, look to the right of their name(s), you'll see "Reading Log" and a book icon. Click on the book icon—minutes get recorded here.
- Add the book title in the "Activity" section.
- Remember to log minutes every day starting September 18. The Read-a-thon closes on midnight on September 29!

### 3 SEND YOUR FUNDRAISING REQUESTS

- After the "Enter Readers" section, scroll down and click on the "Pledge Requests."
- Here you'll see the text of the email to go to your sponsors. You have the option to add your student's photo here, customize message, and translate message in 50+ languages.
- Fundraising is even easier with the app. Download and send directly from your phone/device.

### 4 ADD SPONSORS & SEND PLEDGE REQUESTS

- Scroll down and click on "Add Family & Friends + Track Donations."
- You have two choices to add sponsors:
  - Use an address book (Gmail, Yahoo, etc.)—click on the address book you wish to connect to and follow the instructions.
  - Manually—enter the contact information for those you'd like to send pledge requests to.
- When finished, Pledgestar emails pledge requests to those contacts, and allows them to make secure donations online via PayPal on your student's Fundraising Page.
- On average, more than 85% of sponsors who open the request email will donate. Email away!
- **➤ Sending at least \*one\* pledge request will create your student's Fundraising Page.**

## TIPS WANT TO SEND PERSONAL PLEDGE REQUEST EMAILS?

- Add your information manually and send yourself a pledge request. This will 1) create your student's Fundraising Page, and 2) send the Fundraising Page link to you.
- Forward the pledge request email to your contacts, or copy the Fundraising Page link in your own email to your contacts. Contacts will click on the link and be able to donate.