



2011 – 2012 MS Read-A-Thon: HERE'S HOW IT WORKS!

Before and When you Register

- A MS representative will telephone or email you to ask for your participation in the MS Read-A-Thon or MS Read and Walk.
- You decide to register, and choose a session that works best for you either fall, winter or spring.
- You will be asked to choose an assembly date and time prior to your registered session.

2 to 3 Weeks before your chosen session

- We will mail you a pre-assembly package which includes: a confirmation letter with date and time of assembly, 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

- Schools will be asked to send parent letters home with students explaining the MS Assembly and Read-A-Thon or MS Read and Walk
- We call your school to confirm our arrival time and requests for equipment etc.

1 Day before Your Assembly

- Make an announcement that the MS Read-A-or MS Read and Walk kicks off tomorrow!

Day of Assembly

- On assembly day, an MS representative will arrive at your school to present the MS Read-A-Thon presentation 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.
- Back in the classroom, the teacher will then distribute the materials to each of the students.

The Reading Period (usually 3 weeks) for the MS Read-A-Thon

- 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 fundraise (request our Motivation Ideas Handout for some quick, easy and fun ideas.)
- If students read 400 or more minutes K-3 or grade 4 and up read 1000 or more minutes, each student will receive a reading award even if no money is raised.

MS Read and Walk (1 day)

The MS Walk & Read is a 1 day event, where the school determines the distance the students will walk/run and the amount of time the students will read that same day. Students can collect pledges or donations for this event and receive awards based on their fundraising amounts. This event combines physical education and literacy for the school as well as character education and philanthropy.

As or After the Reading or your MS Read and Walk Finishes

- We will make arrangements for the pickup of the completed envelopes. You will receive a confirmation letter describing when the funds will be picked up along with Brinks bags and a description of what to do. Some schools may not be serviced by Brinks and other arrangements will be made.
- After the one day MS Read and Walk is over, we recommend one 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.
- After the three week reading period is over for the MS Read-A-Thon, we recommend a one to 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/ MS Read and Walk envelopes. Each teacher will be provided a large envelope to collect their student's smaller envelopes.
- **All monies collected will be counted at the MS Society. Teacher's school 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 donor that donates over \$20.00.
- Money will be picked up on assigned date. If for some reason your schools money was not picked up as scheduled, please notify The MS Society contact as soon as possible to arrange another pick up at 1-800-269-7582.

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 for the MS Read-A-Thon the student's names, number of minutes read, grades and teachers will be in the list. The MS Read and Walk will include the student's names, grade and teachers. Accompanying the awards will be your schools Scholastic Canada Gift Certificate, as well as the Top Reading certificates for MS Read-A-Thon program and Fundraising Certificates for students for the MS Read-A-Thon and the MS Read and Walk. If applicable, your school may receive a 10% back in Scholastic Vouchers if the school raises over \$2500.00.

For more information please contact:

***Trish van Doornum, Senior Coordinator, MS Read -A-Thon
MS Society of Canada, Alberta and NWT Division
#150 9405 50 Street
Edmonton, AB T6B 2T4
Toll free: 1-800-268-7582
Switchboard: 780-463-1190 fax: 780-479-1001
Direct line: 780-440-8766
trish.vandoornum@mssociety.ca
www.mssociety.ca***

Thank you very much for being a part of the MS Read-A-Thon or MS Read&Walk