



Fundraising Tips for Readathon 2026

Tip 1:

Help your student create a short, engaging video explaining what the Readathon is and how friends and family can support them. Keep it simple and heartfelt (sample prompts include: Readathon is awesome because..., I'm currently reading..., My favorite book is...)— something easy to share via email, text, or social media.

Tip 2:

Use the sample message below to make sharing even easier!

Sample Message:

Hello! [Your student's first name] is participating in the Neil Cummins Readathon, running from January 5 – January 30, to help raise funds for our school. Throughout the month, [student's first name] will be reading for hundreds of minutes, attending author presentations, and taking part in fun literacy activities — all to support our curriculum, classroom resources, playground improvements, teacher training, parent education, and more!

If you'd like to donate, please visit [student's first name]'s fundraising page here: [insert URL for student's 99Pledges page].

Tip 3:

Post updates on your student's reading progress throughout the month! Share what books they're loving, or what they've learned from author visits on Readathon Day. Regular updates remind friends and family to donate — and they love seeing your reader's enthusiasm grow!

Tip 4:

Encourage your student to thank their donors personally — with a quick video message, handwritten note, or email. A little gratitude goes a long way and helps build lasting support for future Readathons!

Final reminders: We encourage donations to be made directly through 99Pledges. However, cash or check donations are also welcome — just complete the [provided pledge form](#) and return it to the school office.

Donations can be made as a flat amount or per minute of reading through 99Pledges.

All donations are due by January 30, 2026.

Thank you for supporting your readers and our school community!  