

How to How to Organise a Successful Sponsored Reading Challenge

What is a Sponsored Reading Challenge?

A Sponsored Reading Challenge is a fantastic way to encourage children to read more while raising funds for your school. Children read as many books as possible within a set time, and they collect sponsorship from family, friends, and the community based on the number of books, pages, or chapters they complete. This challenge not only boosts literacy but also helps raise valuable funds for school projects.

Step-by-Step Guide to Organising a Sponsored Reading Challenge

1. Plan the Challenge

Start by setting the foundation for the reading challenge:

- **Time Frame:** Choose a time period for the challenge, usually 1-2 weeks, giving children ample time to read and secure sponsorships.
- **Reading Goals:** Decide whether children should aim to read a certain number of books, chapters, or pages, or leave it up to individual goals based on their reading level. Ensure the challenge is flexible enough to accommodate all reading abilities.

2. Create Sponsorship Forms

Provide each child with a sponsorship form to track progress and collect donations:

- **Pledge Per Book or Page:** Sponsors can donate based on how much the child reads. For example, a sponsor might pledge 10p per page or £1 per book.
- **Flat Donation Option:** Allow sponsors to offer a one-off donation regardless of the number of books or pages read. This can make it easier for people who prefer to give a set amount.

3. Engage the School Community

Get everyone involved and excited about the challenge:

- **Kick-Off Assembly:** Hold a school assembly to launch the challenge and explain the rules. This is also a great opportunity to talk about the importance of reading and how the funds raised will support the school.
- **Teacher Participation:** Encourage teachers to take part in the challenge, either by reading along with the children or setting their own reading goals. Teachers can also lead by example and ask for sponsorships to boost the event.

4. Promote Reading Throughout the Challenge

Keep the momentum going with activities that promote reading:

- **Create Book Displays:** Set up book displays in the school library or classrooms to highlight exciting titles that children might want to read. You could feature different genres or popular series to appeal to a wide range of interests.
- **Reading Logs:** Provide children with reading logs where they can record the number of books, chapters, or pages they've read. This helps them track their progress and stay motivated to reach their goals.
- **Incentivise Reading:** Offer small prizes or certificates for children who reach specific milestones, such as reading their first book, five books, or more.



5. Track Progress and Collect Sponsorship

As the challenge draws to a close:

- **Submission of Reading Logs:** Ask children to submit their reading logs to their teachers at the end of the challenge. Teachers can tally the total number of books or pages read for each child.
- **Collect Donations:** Set a deadline for children to collect sponsorship money from their sponsors and return it to the school. Consider offering both cash and online payment options to make it easy for sponsors to contribute.

6. Celebrate and Reward Achievements

After the challenge is complete:

- **Host a Celebration Assembly:** Hold a celebratory assembly to announce the total funds raised and to recognise the children's achievements. Present awards or certificates to top readers, highest fundraisers, and classes that collectively read the most books.
- **Thank Sponsors:** Send thank-you notes to sponsors, acknowledging their support and letting them know how their contributions will benefit the school. A personalised message from children can add a special touch.

7. Reflect and Plan for Future Reading Challenges

Once the challenge is over:

- **Evaluate the Event:** Ask for feedback from children, teachers, and parents about what they enjoyed and what could be improved for next time. Consider sending out a short survey or holding a quick meeting with teachers to gather insights.
- **Share the Results:** Announce the total funds raised in the school newsletter or on the website. Include photos or stories about children's reading journeys during the challenge.

Tips for Success

- **Provide Book Lists:** Create a recommended reading list tailored to different age groups or reading levels. This will help children choose books that are appropriate and enjoyable.
- **Encourage Family Reading Time:** Get families involved by suggesting reading time at home as part of the challenge. Children can share books with siblings or read aloud to parents to build excitement.
- **Offer Special Incentives:** Set up a reward system to motivate participation. For example, give a small prize to every child who reads a certain number of books, or offer a class party for the class that reads the most.

Final Thoughts

A Sponsored Reading Challenge is a fantastic way to combine a love of reading with fundraising for the school. It's an event that can involve the whole school community, boosting literacy and generating funds for important school projects. With the right planning and engagement, your school can achieve its reading goals while raising money in a fun and educational way.



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