

# Esencia K-8 PTSA



## 4TH ANNUAL READ-A-THON

### SEPTEMBER 25TH-OCTOBER 6TH

- Raise \$30 and win a limited edition hat!
- 30% of funds raised per class will be given directly back to your child's classroom!
- The class with the most minutes read in each grade level will win a class cookie party!
- <https://pledgestar.com/esencia>

*Sponsored by  
Luxenberg and  
Associates*

**FUNDRAISING GOAL OF  
\$ 60,000**



REGISTRATION INSTRUCTIONS ON BACK

**SCAN THE QR CODE TO REGISTER AND GET STARTED.**



*Our 4th annual Esencia K-8 Read-A-Thon fundraiser starts Sept 25th! It will run from Sept 25th-Oct 6th, 2023. Students will be able to track their minutes read and accept donations through their individual pages. It's SUPER EASY to set up!*

*Our PTSA is raising money to fund teacher stipends, security cameras, a new handball mural, Family Nights, Elementary School Art Masters Academy, Middle School learning tools, and more!*

**Using your computer's browser:**

1. Go to this website: <https://pledgestar.com/esencia>
2. Click "not registered for this year's event."
3. Enter your name/email address, and then click submit.
4. Follow the instructions on-screen to register reader(s) and add family and friends.

**Using your Apple iPhone, Android, or tablet:**

1. Go to your device's App Store and search for "PledgeStar" to download the family app, or go to <https://pledgestar.com/esencia/downloadapp.html>
2. On the Home Screen enter your event code: "esencia" to locate your event.
3. Click "not registered for this year's event."
4. Follow the instructions on-screen to register reader(s) and add family and friends.

*Once you have registered, the Pledgestar system enables students to easily email pledge requests to family and friends, giving them an opportunity to make a secure credit card donation online. Registered users can track their pledge progress online and are notified every time a pledge is made toward your student's goal. Students can also track minutes read in the system.*

*This year for our special, limited edition prize, we have a super cool Esencia K-8 hat. These are for any student who raises at least \$30!*

*We can't wait to see our HAWKS soar into reading. And, we want to give a big THANK YOU to Luxenberg and Associates and Halo Branded Solutions for their support!*

**ESENCIA K-8 PTSA Sponsored; not printed at CUSD expense**