



SUPPLY DRIVE TOOL KIT

Thank you in advance for your collection efforts on behalf of Cleveland Kids In Need. By coordinating a school supply drive, you will greatly contribute to our stock and, in turn, the classrooms across Northeast Ohio.

This Tool Kit is intended to set your organization up for a prosperous drive by sharing tips and tools to make the drive simple and successful. This Tool Kit includes the following items:

HELPFUL HINTS

- Getting started
- Promoting your drive
- List of most needed items
- How to donate upon completion

DOCUMENTS FOR SUPPLY RECEPTACLES

- Kids In Need Resource Center logo (.JPG)
- Receptacle label
- Cash donation envelope

TEMPLATES FOR PROMOTION

- Flyer for bulletin boards, payroll/ mailbox stuffers, etc.
- Initial email
- Reminder email
- Wrap-up/ thank you email

If you require further resources or have questions, please contact Tammi Davis at 216.361.0840 or tammi@clevelandkidsinneed.org.

HELPFUL HINTS

Getting started

Before you get started, consider the following:

- Determine what type of school supply drive you want to host:
 - A full school supply drive, collecting all of the items on the kids' wish list
 - Focus on one specific item, like collecting just #2 pencils, or crayons, or glue, etc.
 - Collect new backpacks filled with the school supplies
- Get creative with the collection! Organize competitions; create teams and award prizes to those who collect the most.
- Choose the length of time and the dates during which you will host the supply drive. You can run your campaign for a day, a week, a month, a semester, or even year-round. We usually recommend 2-4 weeks.
- Select a location and the appropriate collection bins or boxes for your organization. Observe high-traffic and accessible areas.

Most needed SCHOOL SUPPLIES

The supplies that teachers request the most includes, but is not limited to:

- Construction paper
- Copy paper
- Filler paper
- Pencils
- Pens
- Markers
- Colored pencils
- Crayons (24 pack)

Promoting YOUR DRIVE

Before the drive:

- Tell everyone about the drive.
- Send out an email, memo or voicemail announcing the kickoff date.
- Announce the drive in your invitations, newsletters and meeting announcements.
- Distribute flyers to your staff and membership.
- Let the community relations or public relations department know about the drive.

During the drive:

- Set up a box at your party or put boxes out in high-traffic areas.
- Have some fun and decorate your collection box.
- Make sure everyone knows what's on the most needed supplies list.
- Create fun themes, such as "Casual Crayon Fridays" to encourage and reward team donations.
- Keep participants informed by tracking progress and celebrating successes.
- Announce when the drive is reaching its end (about one week prior) for an extra kick.

UPON COMPLETING YOUR DRIVE

Once your school supply drive is complete, contact Tammi Davis at

tammi@clevelandkidsinneed.org or 216.361.0840 to arrange a day and time to deliver the items.