



Conducting a **School Box** Program In Your Community

**A manual that describes the process,
step by step, of conducting a Kids In Need School
Box program in any community.**

Published by the Kids In Need Foundation

The mission of the Kids In Need Foundation is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need.

Introduction

Educators might spend up to \$2,000 a year of their own money to provide school supplies for their students whose families cannot afford to purchase them. A school supplies giveaway program is an effective way to prepare children for the school year while alleviating the burden on teachers of having to purchase supplies for them.

This document is meant to give you the steps you can take to organize and conduct a school supplies giveaway program in your community.

To expand our service outside the cities currently served by the Kids In Need National Network of Resource Centers, the Foundation offers the School Box program. By partnering with corporations and philanthropic organizations, the School Box program provides completely assembled school supply kits to elementary and middle school children who otherwise would have to do without the basic tools for learning.

The School Box program is perfect for community back-to-school rallies and school supply giveaway projects. Conducting a School Box program requires a small group of individuals to dedicate some time, energy, and effort and a group of local corporations and businesses to make financial donations that will support the project.

During the startup of a School Box program, the staff of the Kids In Need Foundation is happy to be of assistance with information that may help the operation go more smoothly. And, finally, when you are ready to place your order with us for the school kits, we will have the kits delivered to whatever and however many locations you designate.

School Box Supply Kits:



- are easy to carry, corrugated boxes with handles that can be printed with a sponsor's logo or tag line
- are filled with age appropriate, new, name brand school supplies
- can be delivered to specific designated locations
- are easy to distribute school wide at assemblies or in classrooms



Initial Steps

If you are thinking about conducting a School Box program, here are some initial steps you should take:

- **Assess the need.** One way of determining the need in your community is to find out how many children are on the federal free and reduced lunch program or how many schools in the district are Title I schools. If 70 percent of students or more receive a free or reduced lunch, there is definitely a need in your community.
- **Choose a school district or schools you will be serving.** We recommend giving a kit to every child in the district, school, or classroom for which you are conducting the program. That way, there is no stigma attached or "special treatment" attached to receiving a kit.
- **Determine how many children you will serve and how much money is needed.** The Kids In Need Foundation will provide school supply kits for a donation to the Foundation, the amount to be determined by whether you want to distribute kits or backpacks and by the number of items you would like to have in each kit or backpack. Please contact us to get a price quote: darrenh@kinf.org.

Finding Sponsors

It is critical to engage the corporations, businesses, and individuals in your community who will finance your project. Some companies or individuals will stand out as potential contributors because of their history of being involved with other community projects. But one of the attractive aspects of this program is that any size company can participate in a meaningful way.

- **Prepare a list of potential supporters.** This will become your mailing list. Include all types and sizes of businesses. Include the name of the CEO, president, or owner of each company. Also include the name of the community relations officer, director of sales, or director of marketing. These are the people you will want to invite to your meeting.
- **Plan a meeting.** The meeting will be for the purpose of presenting your idea to the people who may decide to help fund it. It's best to have it the first thing in the morning or during lunch if you can provide each person with something simple for lunch. You should have some high-powered and influential people on your mailing list.

- **Send out invitations.** Send out a letter of invitation that briefly describes what the meeting is about and a flyer that helps market it. Be sure to invite a representative from the school district or schools you will be serving.

SAMPLE INVITATION LETTER

Dear Mr. Roan:

Children enrolled in Walter County Public Schools will receive free school supplies when community partners and sponsors conduct a school supplies giveaway this coming back-to-school season. You are cordially invited to an informational luncheon on Wednesday, February 6, 2007, to learn more about our plans.

I am organizing this project because there are children in our community who start school every year without the supplies necessary to participate in classroom activities. When parents are struggling to feed and clothe their kids, buying school supplies seems insignificant. The effect of having school supplies, however, is anything but.

The project we are planning to conduct is a program of the Kids In Need Foundation called School Box. The Kids In Need Foundation is a 501 (c)(3) charitable organization whose mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Foundation has distributed more than \$300 million worth of school supplies since 1995 and serves 1.5 million children annually.

Please join me and other community business and education leaders to learn how you can become involved with this much needed and high profile community project. At the luncheon, we wish to recruit partners, sponsors, and other means of support for the event.

**Wednesday, February 6, 2007
12:00 noon to 1:30 p.m.
Walter Country Library
3131 Elbee Rd., Whitaker, KY 42439**

Please RSVP before February 4th by calling Camilla at 297-2250, ext. 3035.

We look forward to answering your questions and discussing the project further with you on February 6th.

Sincerely,

Delores Scott
Community Volunteer

SAMPLE FLYER

**WE'RE GETTING SCHOOL SUPPLIES INTO THE
HANDS OF KIDS WHO NEED THEM.**

**YOU CAN BE A PART OF
SCHOOL BOX
AND HELP KIDS SUCCEED IN SCHOOL**

*Attend the informational luncheon
Wednesday, February 6, 2007
noon – 1:30 p.m.
Walter Country Library*

*Learn how you can step up for
Walter County kids.*

When students have the school supplies they need

- test scores rise
- absenteeism drops
- disruptive behavior diminishes
- and kids feel good about themselves



R.S.V.P. before February 4th by calling Camilla at 297-2250, ext. 3035.

School Box is a program of the Kids In Need Foundation.

- **The Meeting.** Have name tags prepared for the attendees. As they arrive, give them their box lunches or whatever you are serving. People can start eating as others arrive. (Even if you are having the meeting first thing in the morning, you should have some food and beverages for the attendees.) At each seat place a folder with a meeting agenda on top of it. The folder should contain information for them to take with them. Get the meeting started on time. Here's a suggested agenda:
 1. Introduce yourself and your team (if you have one)
 2. Ask each attendee to introduce himself
 3. *Briefly* tell everyone about how and why you decided to conduct this school supplies giveaway project. End this section by saying something to the effect that you can't do this alone and you hope that after hearing the presentation, they will be willing to help with this project. This should then lead right into your formal presentation.
 4. The presentation should be done in PowerPoint or, if that is not available, by overhead projector. At the very least, each attendee should have a hard copy of the presentation in front of them while you are going through it. Here's a sample of a presentation (each block represents one page):

Walter County

School Box Program



***preparing children
for success in the classroom***

The Need

- **85% of children in the district participate in the federal free and reduced lunch program**
- **37% of children in this district live at or below the poverty line**
- **Most of these kids come to school without the supplies necessary to do their class work**
- **An average teacher spends between \$500 and \$1,000 of their own money to provide supplies for their students**
- **Schools are underfunded and cannot provide the everyday school supplies used by students**



**With Your
Assistance,**

**We Want To
Help Walter
County Students**

Walter County School Box Program

Goals:

- **Every elementary and middle school student (11,000) is provided with supplies**
- **Distribution conducted during Back-to-School: August 2007**
- **Supplies delivered directly to schools**
- **Media events to recognize sponsors.**

Anticipated Sources of Revenue Required to Meet Goal:

- **Corporate Sponsorships = \$130,000**
- **Individual Donations = \$ 2,000**

***Note: The number of kits can be adjusted to meet realized revenue.**

Sponsorship Packages

Gold Sponsor One Available (\$25,000)

- **Title Recognition:** Event named for Gold Sponsor, i.e., *The Kaufman Company School Box Supply Giveaway*
- **First Billing Logo** on outside top of supply kit
- **Spokesperson** at local media event
- **Title mention** in all press releases; company information included in PR tag.

Sponsorship Packages

Silver Sponsor One Available (\$20,000)

- **Presenting Recognition:** *The Kaufman Company School Box Program presented by Heritage Realtors.*
- **Second Billing Logo** on outside top of school box.
- **Presenting mention** in all press releases; company information included PR tag.

Sponsorship Packages

Bronze Sponsor Fifteen Available (\$5,000)

- **Recognition:** *Sponsored in part by _____*; sponsorship listed in press releases

- **Logo representation on the inside top portion of supply kits**

Compelling Reasons To Support This Effort To Help Kids Succeed

- **Without even the most basic supplies, how can we expect children to learn and prepare for the future?**
- **Teachers and principals report that when kids have the supplies they need, test scores rise, absenteeism drops, disruptive classroom behavior diminishes.**
- **Our partner, the Kids In Need Foundation, is a national 501 (c)(3) charitable organization with a reputation for effectiveness and efficiency; 96% of their revenue goes to programs, such as School Box**
- **The Kids In Need Foundation is available to help guide us through the program**

What You Can Do To Help

- **Become A Sponsor**
- **Help Spread The Word And Promote The Project**
- **Identify Decision-makers In Your Company**

And Others And Then Facilitate Appointments

Thank You!



5. After the presentation, open the floor for questions.
6. Then go through the folder. In the folder you should have:
 - information about you or your organization, including contact information
 - fact sheet about the Kids In Need Foundation School Box program
 - a copy of the formal presentation
 - a sponsorship form (sample on next page)

It's always a good idea to have "primed the pump." That is, if you can speak with one or two companies before the meeting who are receptive to the idea and even agree to sponsor, they can speak up at the meeting and commit to a sponsorship on the spot. This kind of response often leads others to make commitments as well.

- **Follow-up.** Send letters to people who were at the meeting to thank them for their attendance. It will also give you another chance to state your case for support. If anyone made a sponsorship commitment at the meeting, send them a special letter of thanks. A week or so after the meeting make follow up phone calls or send emails to the people who attended but have not yet committed to sponsorships.

Your job for the next several weeks will be to raise money!!

Sample Sponsor Commitment Form

Walter County School Box Program

Yes! We want to help kids get the supplies they need to succeed in school.

- Gold Sponsor - \$25,000
- Silver Sponsor - \$20,000
- Bronze Sponsor - \$5,000
- Other - \$ _____

Name _____

Company _____

Address _____

City _____ ST _____ Zip Code _____

Phone Number _____ Email _____

To secure your sponsorship, mail or fax this completed form to:

Remember that people usually are not going to give you money unless you ask them for it. The worse that can happen is that they will say no. Having face to face meetings with potential donors is much more effective than letters, phone calls, or emails, but take advantage of any method you have available to you.

Building awareness in your community will help your cause. Issue a press release about your plans to conduct the School Box program. Follow it up with phone calls to the media to ask them to run your story. Try to get on local radio and television talk shows/public service programs.

Preparing for the Program

At some point, you will have to decide whether or not you are going to actually conduct the School Box program. The first time you conduct the program, you may not raise enough money to serve every child you want to serve. The Kids In Need Foundation recommends that if you don't reach your financial goal, you should still conduct the program and serve as many children as your funds allow. When other businesses see how successful the program is, they will probably be more likely to commit to a sponsorship the next year.

For instance, if your goal were to serve 5,000 kids -- \$60,000 – but you raised only \$30,000, you should still provide 2,500 school supply kits to the children who are most in need. Again, however, you will want to select them by school rather than by individual child. You can determine your neediest school and then your next neediest, etc., until your number comes close to 2,500.

Ten weeks before your event, the Kids In Need Foundation will have to have the following:

- a final count of the number of supply kits you will need: how many elementary kits and how many middle school kits
- the artwork for the boxes: logos and names of sponsoring companies and where you want them placed on the boxes
- where you want the kits delivered

Coordinate with the school district office what schools are going to be served. Ask the school district to coordinate the distribution of the kits at each school. There are different ways the kits can be distributed to the kids:

- Have an assembly of all students at the school. The students are told that they will each be given a box of school supplies. Tell them the names of the companies that sponsored this program and the reason – that they want every child to be able to do his/her best to achieve and succeed in school. A kit is then given to each child as he/she leaves the assembly.
- Students can stay in their classrooms and their teachers can give them the information about the program, the sponsors, and the purpose of the program. Then the kits can be delivered to the classrooms, or the kits can already be there for the teachers to hand out.

Here, generally, is what is included in the kits:

Elementary School Kit	Quantity
2-Pkt Folder	3
70-ct spiral notebook wide ruled	3
Glue, School, Washable, 4 oz, White	1
Glue Stick, Dries Clear, .28 oz	2
Medium point pens, red	3
Medium point pens, blue	3
Filler Paper, Wide Rule, 10.5 X 8, 100/Pk	1
large pink erasers	2
24 ct Crayola crayons	1
Pencils, #2, All Wood, dozen	1
Facial Tissue, 2 Ply, 100 count	1
5 1/4" pointed tip scissors	1
Ruler, Plastic, 12", Inches & Metric, Asst.	1
8ct washable wide markers	1
Sharpener, Pencil, Double Barrel, Canister	1
Pencil Case, Heavy-Duty, with zipper	1
Chisel tip yellow highlighter	1
Colored Pencils, 12 ct., 7"	1
Index Cards, 3 X 5, Ruled, 100 Ct.	1
Middle & High School Kit	
Folders, 2 Pocket, Asst Colors	3
Spiral Notebooks, 70 Ct., College Rule	3
Glue, School, Washable, 4 oz, White	1
Glue Stick, Dries Clear, .28 oz	1
Pen, Medium Pt., BLUE	3
Pen, Medium Pt., RED	2
Filler Paper, Wide Rule, 10.5 X 8, 100/Pk	1
Eraser, Pink, Large	2
Pencils, #2, All Wood, dozen	1
Facial Tissue, 2 Ply, 100 count	1
Scissors, 5 1/4", Pointed Tip	1
Ruler, Plastic, 12", Inches & Metric, Asst.	1
Colored Pencils, 12 ct., 7"	1
Sharpener, Pencil, Double Barrel, Canister	1
Highlighter, Student Size, Yellow	1
Highlighter, Student Size, Pink	1
Dictionary, Webster's, Pocket	1
Calculator, Solar Power, Large Display	1
Pencil Case, Heavy-Duty, with zipper	1
Protractor, Plastic, Transp., 6", 180 Degrees	1
Stretchable Book Cover	1

Select one of the schools for your media event. Representatives from the sponsoring companies should be there to speak about their sponsorships. Invite print and television media. They are usually quite responsive because it is a feel good story. But be sure to prepare for this by doing the following:

- Most schools now have strict security, the least of which is that everyone must check into the office when they enter the school. Advise media representatives of this.
- Put together some media kits. Give one to each media representative. They should contain an overview of the program, the list of sponsors, and who should be contacted if more information is needed.
- Designate one classroom where media are to go after the assembly to photograph or video tape the children opening their boxes. Second or third grade classrooms are best. These are great visual moments because the kids get very excited, and it is fun to watch them discovering what is inside their boxes. Media representatives should not be wandering around the school.
- Before the event, you must get signed permission forms from the parents of the children in your designated classroom stating their children may be photographed. Don't wait until the last minute to get these.

Summary

The School Box program is a great way to get supplies into the hands of kids who need them. When children are provided with these supplies at the beginning of the school year, it lays a solid foundation for their participation in classroom activities.

Some items in the kits are consumables, like paper, pencils, and glue, but some items are not used up, like rulers and pencil sharpeners.

Besides getting the school supply kits to you to distribute to your students, the Kids In Need Foundation will offer guidance and suggestions to help you plan your event.

Contact: The Kids In Need Foundation
 937-296-1230, ext. 303
 pennyh@kinf.org

Don't forget to visit our Web site: www.kinf.org

