
School Supply Drive Toolkit

KIDS in NEED FOUNDATION

School Supply Drive Toolkit
Supplying the Future.

Thank you for your interest in hosting a School Supply Drive!

It’s easy for us to imagine the big dreams of kids. We all had them: becoming an astronaut, an artist, or a professional sports player. Sometimes, however, we forget about the little dreams. About how having a new backpack that isn’t ripped or having a stack of new pens would make everything better. Children living in poverty have all of those dreams – big and small – the same as every other child in America.

Changing the Future.

Together we can strengthen local schools and empower students!

As a national organization dedicated to providing free school supplies to students living in poverty, the Kids In Need Foundation partners with schools, businesses, and local communities to conduct school supply drives. For 20 years, we have helped kids to be successful in the classroom, and together, we can help decrease absenteeism, improve classroom behavior, and empower teachers.
Conducting a Drive.

With a little planning, time, and energy, you’ll be on your way!

Conducting a school supply drive requires a small group of people to dedicate some time, energy, and effort, while securing the commitment and support for the project from local businesses and media outlets. If you are thinking of conducting a school supply drive, here is a step-by-step process:

Choose a school to serve. Determine the need of schools in your area. A good benchmark is looking at schools that have 70 percent or more of the students on the federal free and reduced lunch program, or any Title I schools in your district. We recommend giving supplies to all students in these qualifying schools or classrooms, so there is no stigma or special treatment attached to the students in need.

Determine your method of collecting supplies. There are two main methods: a one day event in which the community brings donations to fill a school bus or a large truck; a week or month-long collection with barrels or boxes in stores, businesses, and highly trafficked areas for people to drop off their donations.

Identify your supporters. It is critical to engage the corporations, businesses, and individuals in your community who will help promote and support your project. One of the attractive aspects of this project is that any size company can participate in a meaningful way.

Gathering a list of potential supporters. This will be your target audience. Include all businesses, organizations, and individuals that you think would support your school supply drive. Include names of CEO’s, presidents, and owners of various companies.

Create a communication plan. Remember that people aren’t going to support you unless you ask! Building awareness in the community will help. Develop ways in which you can get the word out to supporters through e-marketing, social media, signage, etc. Issue a press release about your drive and follow up with local media about running your story.

Hold a kick-off event. Tell potential supporters when the school supply drive starts and get people excited about it! Make sure you have organized some type of collection bin at this point.
Get people involved. Create competitions among businesses, departments, individuals, etc., to see who can collect the most supplies. Continue to promote the drive on social media and around the community.

Follow-up. Send thank you letters to all who supported the cause, letting them know how much their support means. Let them know how many supplies were collected and how many students were impacted because of your school supply drive. Deliver all your collected supplies to your chosen school or classroom.

What makes for a great drive?

Here are just a few ideas to build buzz and host a fun summertime school supply drive.

People of all ages can make a difference in the achievements of students during the new school year by participating in this summer preparation. The collection of school supplies during the summer is a perfect project. Adults, as well as children, can relate to how difficult it is to do a job when you don’t have the proper tools.

Make it an event. Build buzz and excitement by planning your drive over a fixed timeframe. Use a goal to get people excited.

The power of one. Hold a drive for just one item, like pencils or notebooks. We can never have enough of the six core items: Pencils, notebooks, pens, crayons, glue sticks and colored markers.

Take it to work. Ask residents in your community to collect school supplies where they work.

Partner with an organization. Try involving community service organizations like the Rotary Clubs or sports leagues. Leveraging any contacts you have can increase your impact.

Try something fun. What about holding your drive in conjunction with a jump rope contest or chalk sidewalk art? Turn your drive into a fun celebration of what having the right supplies can do!

Shopping for good. How about reaching out to local retailers and merchants to help you connect with their customers? Together you can support local students!

Get social. Tap into your online social networks to get the word out, look for volunteers, and share supply drive information.

Reach out. Don’t forget your local media outlets. Try to enlist the help of local newspapers, community publications, and other news outlets to help you spread the word and tell your story.
Telling the story.

Expressing the need is key to reaching your community and getting people excited to help.

Going back to school should be an exciting time, but for students who can’t afford the required supplies, it’s anything but. Some students will arrive with empty backpacks – no pencils, no paper, no crayons. And imagine the boy or girl who arrives well stocked with intelligence but with no backpack at all. A school supply drive can make the difference between success and failure in the classroom for those students. Here’s a couple ideas that you can use to promote your school supply drive:

• When parents can barely afford rent and groceries each month, school supplies just can’t be a priority. Help us level the playing field and ensure that all kids have what they need to succeed in the classroom.

• Today classrooms are divided between those children who come to school with everything on the required school supply list and those who cannot afford basic school supplies. Together we can help change that.

• Research has shown that children can overcome hard economic situations if they are cared for and have the basic tools they need to succeed. Help us get school supplies into the hands of kids who need them most.

• Principals and teachers report that when students have the supplies they need, test scores rise, absenteeism drops, and disruptive behavior decreases. You can make an impact on local schools and students by donating supplies to those most in need.

• According to a study reported in the Elementary School Journal, access to free basic school supplies contributes significantly to improving children’s classroom behavior and empowers them to overcome challenging situations at home. Let’s make a difference by collecting school supplies to donate to kids in our community.
The Kids In Need Foundation
School Supply Drive Checklist

1. Reach out. Once you decide to host a supply drive, we would love to hear from you. Fill out our participation form, and email it to info@kinf.org. We will get the process started and help figure out how we can work together to get supplies to the kids who need them most.

2. Make your plan. We will work with you to identify best practices when planning your supply drive. Size? Scope? Timeline? Bins? Transportation? The Kids In Need Foundation works with partners across the country to support needy communities, and we can help connect you to local resources.

3. Communicate your drive. After all the planning and logistics are figured out, it’s time to start telling people about your drive. Tap into any resources you might have to get the word out. Try hanging posters around town or throughout your business, or posts on you social media channels. Supply drives can take many shapes, and the best way to guarantee success is to get your community excited to participate and help make a difference.

4. Hold your drive. Now that all the loose ends have been gathered, it’s time to hold you drive. Make sure you have a plan to transport all the supplies to your designated partner. Bulk school supplies are heavier than you think!

5. Deliver the goods. We will help you contact one of our local partners to deliver the supplies. All school supplies donations you’ve collected will get channeled into local schools and classrooms to help kids who otherwise would go without. Thank you!
Toolkit Appendix

- Participation Form
- Signs & Posters
- Bin/Collection Ideas
- Donation Form
School Supply Drive Participation Form

Thank you for your interest in conducting a school supply drive! We are dedicated to promoting educational success for local students in need by ensuring they have appropriate school supplies. More than 4.8 million students and 154,000 teachers from across the country are served by our programs. Please fill out the following information to get started and submit to: info@kinf.org or fax to 937-296-1215. Thank you.

Contact’s Name: ________________________________________________________________

Organization: __________________________________________ Company Website: _______________________

Contact’s Email: __________________________________________ Contact’s Phone: _______________________

Address: __________________________________________ City/State/Zip: _______________________

Campaign Start Date: ________________ Campaign End Date: ________________

Please check the appropriate box(es) to help us plan for your participation:

- Public Drop-Site(s)
- Internal/Employee Drive
- Volunteering (at a Resource Center)

Type of campaign (check both, if applicable):

- School Supply Collections - Collecting school supply donations on behalf of the Kids In Need Foundation.

We love to see photos and media coverage celebrating the success of your campaign! Please send to info@KINF.org

- Financial Collections - Soliciting and collecting donations on behalf of the Kids In Need Foundation. (Collection ideas: Donation boxes; POS from customers; Jeans Day - offer for each employee to wear jeans on a certain day for $5; Competition - create a competition within each division of the company or organization to see who can raise the most money; Event - hold an event to help raise money; or create your own idea!)

3055 Kettering Blvd., Ste. 119 • Dayton, OH 45439 • 937-296-1230 • Fax 937-296-1215
2719 Patton Rd. • Roseville, MN 55113 • 612-465-0135 • Fax 612-465-0136 • info@kinf.org • www.kinf.org
School Supply Drive
Signs, Posters, and Logos

Here are a few pages of marketing materials you can print to help increase awareness about your school supply drive. Feel free to use these as a starting place; the best campaigns are the ones that make it their own to connect with their communities.

SCHOOL SUPPLY DRIVE

benefitting the

visit: KINF.org for more info
SCHOOL SUPPLY DRIVE

benefitting the

KIDS in NEED FOUNDATION


visit: KINF.org for more info
Thank you for your support!

@KidSinNeed
Facebook, Twitter + Instagram:
Checking here in our community on

Check out the great work they're

Kids most in need.
school supplies nationally to the
in the classroom by providing free
is prepared to learn and succeed
mission is to ensure that every child

The Kids in Need Foundation's


Benefiting the

DRIVE

SUPPLY

SCHOOL

Thank you for your support!

@KidSinNeed
Facebook, Twitter + Instagram:
Checking here in our community on

Check out the great work they're

Kids most in need.
school supplies nationally to the
in the classroom by providing free
is prepared to learn and succeed
mission is to ensure that every child

The Kids in Need Foundation's


Benefiting the

DRIVE

SUPPLY

SCHOOL
School Supply Drive
Donation Bin Suggestions

School Supply Drives can take many shapes. From large donation crates located in key areas within a retail store to simple bins placed in organization lobbies, we have worked with all sizes of companies and groups to collect basic school supplies.

Two things to keep in mind: One, presentation is key; make sure the donation site you set up looks professional and clearly communicates our organization and objectives. Two, the bins you use should be strong enough to make delivering the supplies easier, not harder. School supplies are deceptively heavy and whatever you end up using for collection should be sturdy and in good shape.

Here are a few pictures, ideas, and best practices to maximize the collection process.
School Supply Drive Donation Form

Thank you for helping us ensure that all kids have the school supplies they need to learn and succeed in the classroom. More than 4.8 million students and 154,000 teachers from across the country are served by our programs. **Once your drive is completed, please fill out the following information regarding your donation and submit to: info@kinf.org or fax to 937-296-1215. Thank you.**

Contact’s Name: ____________________________________________
Organization: _____________________________________________ Company Website: ____________________________
Contact’s Email: ___________________________________________ Contact’s Phone: _____________________________
Address: ___________________________________________ City/State/Zip: ____________________________

Total Number of Cartons Collected: ________________
Product Description: ____________________________
__________________________________________________
__________________________________________________
__________________________________________________
If a receipt is desired, please provide retail value: ____________________________

We plan to:
○ Deliver this product
○ Ship this product

By signing below, I confirm that the above listed items are classroom-appropriate for K-12 aged students.

Signature: ____________________________ Date: ____________________________

3055 Kettering Blvd., Ste. 119 • Dayton, OH 45439 • 937-296-1230 • Fax 937-296-1215
2719 Patton Rd. • Roseville, MN 55113 • 612-465-0135 • Fax 612-465-0136 • info@kinf.org • www.kinf.org