



School Supply Drive Toolkit

Thank you for your interest in hosting a School Supply Drive! Since 1995, the Kids In Need Foundation has provided kids from low-income schools with the supplies needed to participate and engage in the classroom – *free of charge*. You can help, too!

Tips for Success

Determine your method of collecting supplies. Two popular options include:

- A designated day, week, or month-long collection with barrels or boxes in stores and businesses
- A one-day event in which the community brings donations to fill a school bus or a large truck, or supplies are collected in conjunction with a corporate, community, or sporting event

Identify supporters and create a communication plan. Engage the corporations, businesses, and individuals in your community who will help promote and support your project. Share details about your drive in your social media spaces. Issue a press release about your drive and follow up with local media about running your story. Create signs and posters to promote your drive.

Collect what students need most. According to teachers, **crayons, glue sticks, markers, notebooks, pencils, and pens** are the most necessary school supplies.

Get people involved! Create competitions among businesses, departments, and individuals to see who can collect the most supplies.

Ship your collected supplies. When your supply drive is complete, simply [click here](#) to create a shipping label courtesy of our generous partner, **Zappos**, and their **Zappos for Good** campaign. Through September 1, 2017, the supplies will be shipped to the Kids In Need Foundation *at no cost to you* and distributed to students and teachers from low-income schools *at no cost to them*. Simply box up the collected supplies, print and attach the label, and your donation will be on the way to making a difference in the lives of students!

Follow-up! Send thank you letters to all who supported your drive, letting them know how much their support means. Let them know how many supplies were collected and how many students will be able to participate in their classroom activities because of your school supply drive.

Telling the Story

Share the Kids In Need mission with your community to help others understand why you are conducting a supply drive. The Kids In Need Foundation's mission is to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need.

Explain the Need. More than **16 million kids** live at or below the federal poverty index. For these students, school supplies are a luxury. Many arrive at school without a single pencil or notebook, unable to participate in day-to-day classroom activities. Teachers often attempt to close the gap by purchasing supplies with their own money, but they can only do so much.

Show the Connection. When asked about the impact that access to free school supplies has on the classroom environment, teachers reported the following:

- 82%: Immense or significant increase in classroom participation
- 94%: Critical or very important to their personal budget
- 75%: Immense or significant increase in student self-esteem
- 94%: Increase in classroom preparedness

Describe the Big Picture. The Kids In Need Foundation provides free supplies to nearly 6 million students and more than 200,000 teachers each year. *This is your chance to help students across the country succeed!*

Share the Stories. Teachers love to share stories about the impact that access to free school supplies has on their students! We collected the following testimonials through our annual National School Supply Impact Study. They demonstrate the difference supplies make on students every day in the classroom!





Testimonials

“No pencil, no paper, means no learning going on. I have many students that come to school without the basic necessary supplies for the school day. I am able to give the students paper and pencils without blinking an eye because I get these supplies from Kids In Need.”

“Consistent access to free supplies makes the difference in a student's emotional capacity to learn and helps them to feel the support of their community for their learning.”

“What I like about the Kids In Need Foundation is that it levels the playing field without the low income children being aware that they are disadvantaged (at least where supplies are concerned). No one knows how the crayons got put on the child's desk with their name on it. It's one less stress for our children to worry about.”

“100% of my HS students receive free and reduced lunch, so it's really special for them when they get to use or keep high quality school supplies. I've seen students become invested in learning after getting something as small as a new ruler or eraser. It sends the message that we care and that they deserve proper tools because they are worth it.”

“There are a number of homeless shelters within the immediate vicinity of my school so we get new students almost on a daily basis. Almost every new student comes to school without any resources. This transitional period makes moving to a new school much more bearable because of the Kids in Need donations.”

“As a specialist teacher in music, I do not have students bringing school supplies to me at the beginning of the year so I rely heavily on Kids in Need for basic supplies like pencils, crayons, and markers. I see 500+ students and I go through supplies so fast!”

“I have had students over the past few years who had no school supplies and would sleep through classes or miss school days because they didn't want to come to school which, in turn, would cause them to fail most or all of their classes. Because of the Resource Center, I was able to give these students enough supplies for every class! The students in this situation last year had perfect attendance and all A's, B's, and C's for the last 3 quarters of school!”