



IN CONJUNCTION WITH



NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL
PRINCIPALS FOUNDATION

Tips,
Tools and
Resources for
Organizers

How to Hold a School Supply Drive

A school supply drive is an easy way to have a profound impact on students and their learning experience. Make school a better place for students and teachers simply by providing school supplies.

INCLUDED IN THIS KIT:

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OVERVIEW

The problem

Many families are struggling. With high unemployment, and more than 30 million students enrolled in the free and reduced meal programs, many parents are unable to provide the basic school supplies their children need to be effective. In addition, schools across the country are facing severe budget cuts and lack the funding to purchase necessary supplies.

The solution

Collect supplies for schools! You can help children in school by giving them the tools they need to succeed. Donate school supplies or, even better, organize your own Equipped to Learn school supply drive.

Time commitment

Collecting school supplies can take as little as a few extra minutes during your weekly visit to the store. Planning and implementing a school supply drive could take up to a couple of hours per week for several weeks.

Special considerations

None

Who can do this?

Everybody!

Great reasons to do this project

- Feel great about ensuring that children start the school year with the tools they need to succeed.
- Help teachers by providing them with proper tools for their classrooms so they don't have to spend money from their own pockets.
- By providing school supplies, you are supporting students, teachers and your local schools.



The Basic Steps

While this toolkit was designed to help those organizing a school supply drive, anyone can participate by purchasing supplies for a local school. If you would like to help as an individual, you can print the school supply list/Individual Donation Sheet to get ideas, attach it to your box or bag of donations and drop it off to your local school.

Before you start, ask around to see if there is already an existing drive that you and your group could help to support. If there is a local drive, encourage the organizer to list the drive on the Create The Good website: www.CreateTheGood.org/equippedtolearn.

Step 1: GET HELP FROM YOUR FRIENDS

Whether you organize the drive on your own or make the organizing a group effort, you will need to reach out to a lot of people in order to make the school supply drive a success. So go ahead and recruit your family, work colleagues, neighbors and others in your community.

Step 2: ADOPT A SCHOOL AND DETERMINE WHAT SUPPLIES THEY NEED

If you know a teacher, principal or school administrator, you can talk to him or her about your idea and find out the school's supply needs. Or you can call a local school or district and ask the principal what supplies the school may need. The principal might need to ask the teachers to determine these needs, or they might be happy to receive any school supplies they can get. They'll let you know. (See the sample talking points for speaking with the school principal.)

Step 3: MAKE A PLAN

- Put together the list of supplies needed (see the sample school supply list).
- Determine drop-off dates and locations.



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- ✓ Consider local community locations such as the YMCA, faith organizations, library, community center or even the school.
- ✓ Ensure that someone will be at each location at all drop-off times.
- ✓ Make sure each drop-off location has a receptacle where people can place the supplies.
- Determine whether supplies will need to be sorted and prepped (see the sample printable donation sheet). If so, schedule the drop-off deadline at least one week before the date you plan to give the supplies to the school. Consider keeping an estimated tally of collected supplies. It's helpful to know what you achieved when you celebrate your success.
- Divide your tasks – don't try to do it all yourself.

Step 4: PROMOTE IT

- Develop flyers (see the sample promotional flyer).
 - ✓ Make sure to provide the date, time and location for the supply drop-off and the school or district that will benefit from the donations.
- Tell the local papers (see the sample media advisory).
- Tell all of your friends – word of mouth is a great promotional tool.
- Reach out to PTAs, community organizations, faith organizations, YMCAs, libraries, etc., and ask them to help you promote the school supply drive. They could do so through bulletins, email blasts, mention at public meetings and/or allowing you to post your flyer in their buildings.
- Post this drive on CreateTheGood.org to recruit volunteers or request supplies. Go to CreateTheGood.org and click on "Post an Opportunity."
- Post the school supply drive on your Facebook, MySpace or other social media and send out messages to your network.
- Post signs near the drop-off location to make it easy for everyone to find you. Use large construction paper or poster board so people can read the signs from their cars.
- Check the Tips for Publicity in this toolkit for more suggestions on how to promote your sale.



Step 5: DROP OFF YOUR SUPPLIES

Work with the school principal and/or administrator to determine the best date and time to drop off the supplies. Consider asking the principal to present the school with collected supplies during an assembly time (see the sample talking points for school principals). Make sure you invite the other volunteers to join you in presenting the school with the supplies.

Step 6: CELEBRATE YOUR SUCCESS

Give yourself a pat on the back for all of your hard work. And remember to thank everyone who helped you – it will make them feel great. While the school supply drive is still fresh in your mind, think about what worked well and what didn't. That way you can build on your success, if you decide to do this again.

Step 7: INSPIRE OTHERS ON CREATETHEGOOD.ORG!

TELL US WHAT YOU DID!

We want to hear stories about how you helped give back to your community.

<http://createthegood.org/stories>

You just might inspire others to do the same.

SHARE FEEDBACK

We are always looking for feedback on our materials, so please let us know how this guide was helpful or additional information you wish we could have included. Share lessons learned and other tips for others who are organizing school supply drives <http://www.aarp.org/community/groups/CreateTheGood>.

KEEP UP THE GOOD!

Remember: Whether you've got five minutes, five hours or five days, you can make a positive impact in your community. And if you have more time, consider organizing another service activity, finding local opportunities and posting your events at CreateTheGood.org/how-to.



Publicity Tip Sheet

Reach the Largest Audience

Use your local newspapers, magazines, community guides, the web, radio stations and television and cable access channels to help spread the word about your school supply drive. The local press welcomes information about community events. Many radio and TV stations and news outlets offer online forms to simplify event promotion.

Publicizing the School Supply Drive – Before and After

- Use the attached sample Promotional Flyer as a guide to create your own.
- Ask permission to display flyers, posters or postcards at coffee shops, local libraries, malls and local businesses. Invite local businesses to participate with you in the school supply drive.
- Ask local community members to promote the school supply drive through their local PTA, place of faith, book club, community groups, etc.

Contact the Media

- Ask volunteers to help develop a “media list” of local editors and reporters with their names, phone numbers and email addresses. Most newspapers and radio and television stations will list newsroom contact information on their websites. The reporters most interested in your announcement will be community editors.
- Email basic details of the drive, using plain text without any fancy graphics. The email should include:
 - ✓ Name of event (School supply drive)
 - ✓ Dates and times of the drop-offs as well as the presentation of supplies to the school
 - ✓ Name of school or district being supported
 - ✓ Your contact information
- Send a general announcement at least two weeks before the drop-off dates. For monthly magazines, notify them as far in advance as possible because they tend to go to press well before they appear on the street.
- Follow up with reporters several days after the event to announce that the supplies were presented to the school. If possible provide information such as an approximate number of people donating supplies and/or an approximate amount of supplies donated and to which school(s).



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Help ensure our students
are Equipped to Learn!

Get them the supplies they
need to succeed.



Donation Information:

DROP-OFF LOCATION:

DATE:

TIME:

SUPPLIES TO BENEFIT (School name or district name):

LIST OF SUPPLIES NEEDED:



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SAMPLE MEDIA ADVISORY

Media Advisory

Local Community Members **(OR NAME OF ORGANIZATION)**

Organize School Supply Drive in support of **(NAME OF SCHOOL/DISTRICT)**

What:

Community Members **(OR NAME OF ORGANIZATION)** are accepting donations of school supplies to help **(NAME OF SCHOOL/DISTRICT)** address budget shortfalls. AARP Create The Good is promoting school supply drives with its Equipped to Learn campaign.

When:

DATE: _____

TIME: _____

Where:

LOCATION (Name of community center, library, school):

ADDRESS: _____

Contact:

NAME: _____

(If appropriate, organization name): _____

PHONE AND/OR EMAIL: _____



SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

Date: _____

Name: _____

Phone: _____

**Equipped to Learn Supply Drive for (NAME OF SCHOOL/DISTRICT)
helps address cuts in education**

**Local community members unite to set up students
for a year of success**

City, ST – (NAME OF SCHOOL) today received school supplies collected by local community members. Numerous boxes (if possible, be more specific) of donated notebooks, pencils and other supplies were presented to the students and faculty.

“I am thrilled that our community came together and was able to collect so many supplies for our schoolchildren,” said (NAME, ORGANIZER/ VOLUNTEER) of the school supply drive. “In these dire economic times, it’s heartening to see so many people contribute to ensure the success of future generations.”

According to the Kids in Need Foundation, teachers spend between \$500 to \$1,000 per year on school supplies due to cuts in education. The Equipped to Learn school supply drive, promoted by AARP Create The Good, will help ease the burden from these budget shortfalls. It was held from (DATES) and relied solely on the efforts of volunteers and donations. Volunteers were inspired to help their community through resources from AARP’s CreateTheGood.org.



SAMPLE TALKING POINTS FOR SPEAKING WITH PRINCIPAL/SCHOOL ADMINISTRATOR

INITIAL CALL

Hi. My name is _____.

I am organizing (a group of us is organizing) a school supply drive.

I was wondering if donations of supplies are needed at (NAME OF SCHOOL).

- If yes, is there anything specific that is especially in demand? Do you have a list of items needed that you would be able to provide for me?
- If no, okay. Thank you for your time.

Thank you for the information. I look forward to helping out (NAME OF SCHOOL). I'll call you when our drive is coming to an end.

ONCE SUPPLIES ARE COLLECTED

Hi. This is _____.

We spoke previously about collecting supplies for your school. Our school supply drive has ended, and I'd like to deliver the supplies.

Is it possible to present the items to you, the teachers and the students during an assembly?

- If yes, great. When is the next assembly? I look forward to presenting you with our collected supplies.
- If no, okay. When would be a good time to drop off the supplies at the school? I look forward to providing you with our collected supplies.

AT SCHOOL ASSEMBLY

Hi. My name is _____,* and I live in your community.

We are so happy to present (NAME OF SCHOOL) with these school supplies. We hope to do this again next year. Have a great school year!

* If you did the school supply drive with an organized group, then you may want to mention the group's name.



MORE INFORMATION

For additional information and ways to get involved in supporting youth in your community, here are just a few of the many organizations to explore:

Help A Teacher:

- Donors Choose, www.DonorsChoose.org
- AdoptAClassroom, www.adoptaclassroom.org

Help Children:

- Junior Achievement, www.JA.org
- YMCA, www.YMCA.net
- Jumpstart Read for the Record, www.readfortherecord.org
- Experience Corps, <http://www.experiencecorps.org/index.cfm>

About the NAESP Foundation

The National Association of Elementary School Principals (NAESP) Foundation, founded 1982, is the tax-exempt, charitable arm of the National Association of Elementary School Principals – a professional association serving more than 25,000 administrators and other educators in the United States and overseas since 1921. The NAESP Foundation advances excellence, innovation and equity in schools by endowing leadership and learning for principals for the benefit of all children.