SCHOOL SUPPLY DRIVE MARKETING 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: being an astronaut, an artist, or a professional sports player. Sometimes, we forget about the little dreams... how a new backpack that isn’t ripped or a stack of new pencils 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!

*Because public education is everyone’s business*

The mission of PENCIL and The LP PENCIL Box is to link community resources to Nashville public schools to help young people achieve academic success and prepare for life. Having the proper supplies in the classroom can help decrease absenteeism, improve classroom behavior, and empower teachers. By hosting a supply drive, you are supporting the future of our community.

*Most Needed School Supply as of September 2019: Wide-Ruled Filled Paper*
Conducting a Drive

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

If you are thinking of conducting a school supply drive, here is a step-by-step process:

**Determine your method of collecting supplies.** There are two main methods: a one-day event in which your organization brings donations to fill a room or receptacle; or a week or month-long collection with bins in 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 drive. One of the attractive aspects of this project is that any company can participate in a meaningful way.

**Create a communication plan.** Remember that people aren’t going to support you unless you ask! Creating awareness within your organization will help. Develop ways in which you can get the word out 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 which 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 participants 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 collected supplies to The LP PENCIL Box or arrange a pick up.
What makes for a great drive?

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

People of all ages can make a difference in the achievements of students during the school year by participating in a supply drive and hosting a summer collection is a great 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. Schools will never have enough of the five core items: Pencils, notebooks, crayons, glue sticks, and markers

**Partner with an organization.** Try involving community service organizations like the Rotary Clubs or sports leagues. Leveraging any contacts may 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!

**Reach out.** Enlist the help of a few supply drive ambassadors to help spread the word and tell your story. Keep in mind local publications and other news outlets.

**Get social.** Tap into your online social networks to get the word out, look for volunteers and share drive information. Utilize all possible hashtags!

#TheLPPENCILBox #SchoolSuppliesChangingLives
Telling the story

Expressing the need is key to reaching your community and getting support.

Going back to school should be an exciting time, but for those who can’t afford the required supplies, it’s a different story. 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:

- According to a study reported in the Elementary School Journal, access to free basic school supplies contributes significantly to improve 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.

- 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 Nashville Public schools and students by donating supplies to those in need.

- 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 the most.

- 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 Nashville 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.

In 2018-19, The LP PENCIL Box helped distribute 283,005 pencils to students throughout Nashville. We give away a total of 775 pencils each day the Free Store for MNPS teachers is open.
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 Joel Wright, jwright@pencil615.org. We will get the process started and discuss ways 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? We’ve done this before and we’re happy to assist. PENCIL can also create a personal link for your organization to donate funds.

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 your 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 your drive. Make sure you have a plan to transport all the supplies to The LP PENCIL Box. Bulk school supplies are heavier than you think! Don’t forget to share on social media!

5. Deliver the goods. All school supply donations you’ve collected will get channeled into local schools and classrooms to help kids who otherwise would go without. Bring your collection to, or coordinate a pick up with The LP PENCIL Box, 7199 Cockrill Bend Blvd. To do so, complete a Donation Form and return to Joel Wright at jwright@pencil615.org.
Marketing Toolkit Appendix

- Participation Form
- Donation Form
- Logos
- Signs & Posters
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 80,000 students and 2,000 teachers throughout Nashville are served by The LP PENCIL Box.

Please fill out the following information to get started and submit to jwright@pencil615.org

Contact's Name: _______________________________________________________

Organization: _____________________________ Company Website: __________

Contact's Email: ___________________________ Contact's Phone: ____________

Campaign Start Date: _________________  Campaign End Date: _______________

☐ I intend to promote this drive via Facebook, Instagram, Twitter, and company websites

Please check the appropriate box(es) to help us plan for your participation:
☐ Public Drop-Site(s) ☐ Internal/Employee Drive

Type of campaign (check both, if applicable)
☐ School Supply Collections
Collection of school supply donations on behalf of The LP PENCIL Box. We love to see photos and social media celebrating the success of your campaign! Tag us @pencil4schools

☐ Financial Collections
Soliciting and collection donations on behalf of The LP PENCIL Box. Collection ideas: donation boxes, POS from customers, Jeans Day - employees allowed to wear jeans on a certain day for $5, a competition between departments, or an event to raise money.

Donations to PENCIL are tax-deductible.
School Supply Drive
Donation Form

Thank you for your in conducting a school supply drive and helping us ensure that all students and teachers in Nashville have the support they need!

Once your drive is completed, please fill out the following information regarding your donation and submit to jwright@pencil615.org

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 items are classroom-appropriate for K-12 aged students.

Signature: ____________________________ Date: ____________________________
Please use the logos provided for promotional use:

Don’t forget the hashtags!

#TheLPPENCILBox #SchoolSuppliesChangingLives
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 speak clearly and directly to the audience.

VISIT WWW.PENCILFORSCHOOLS.ORG/SUPPLYDRIVE FOR MORE INFORMATION
School Supply Drive

Now collecting new and lightly used school supplies such as: pencils, wide-ruled paper, calculators, dry erase markers, crayons, and glue

Benefiting

Visit www.pencilforschools.org/supplydrive for more information

Because public education is everyone’s business
SCHOOL SUPPLY DRIVE

BENEFITING

PENCIL

PENCIL Box

AND

METRO NASHVILLE PUBLIC SCHOOLS

FOR MORE INFORMATION VISIT
WWW.PENCILFORSCHOOLS.ORG/SUPPLYDRIVE