

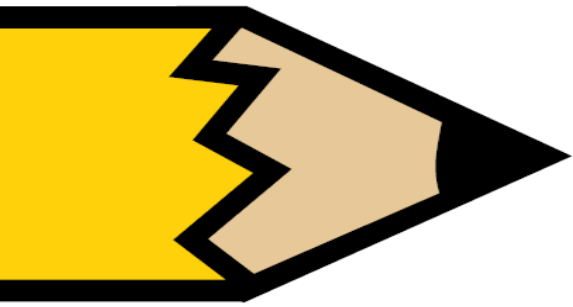
# Classroom Central



## 9 School Tools Supply Drive Toolkit

Tips and tricks for organizing a school supply drive at your organization, business or place of worship.





# About 9 School Tools

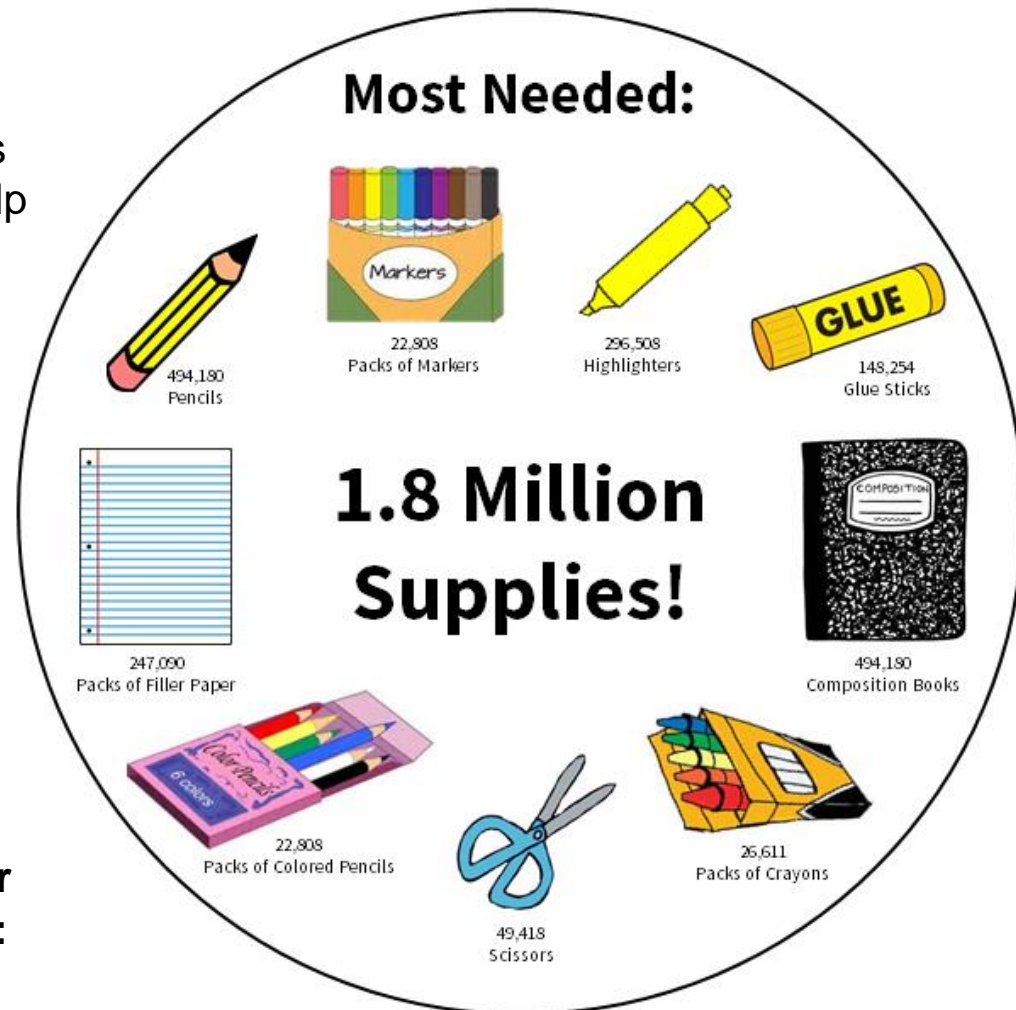
Thank you for joining Classroom Central, Communities In Schools and WSOC-TV Channel 9 as we partner together for the annual 9 School Tools Campaign. By supporting this campaign, you will help prepare 127,000 students in our region for the upcoming school year.

More than 200 organizations and businesses come together to host school supply drives in partnership with Classroom Central and 9 School Tools to show how our community's support has the power to change thousands of lives!

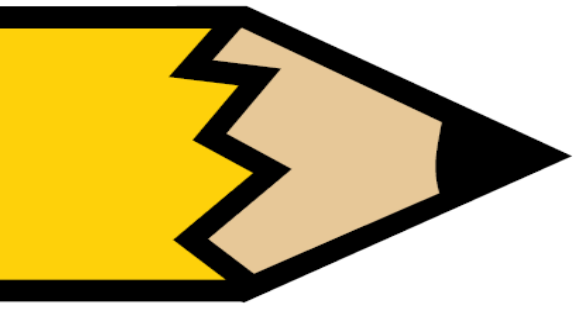
**Campaign Dates:** July – August 29, 2019

**The Need:** 1.8 million school supplies

**In order to ensure every area student is ready for school, we need the following 9 school supplies:**



Have questions or need help? Contact Aubrye Carr at [aubrye@classroomcentral.org](mailto:aubrye@classroomcentral.org) or (704) 377-1740 ext. 414



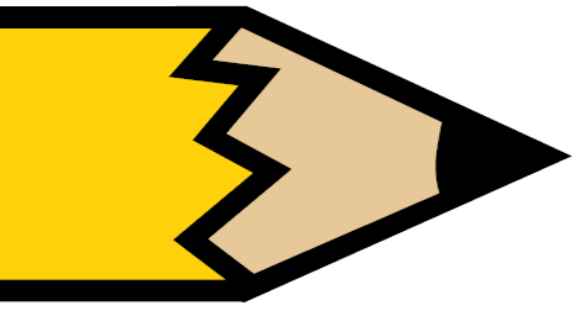
# Ways to Participate

There are 3 easy ways you can ensure students have the supplies they need when they return to school in August:

1. **Host a Supply Drive**      pg. 3-4
2. **Host a Virtual Drive**      pg. 5
3. **Donate Financially**      pg. 6

**Your group can select from any or all of these options!**

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# Host a Supply Drive

## Organizing Tips 1-3

### 1. Recruit a Small Committee

Committee members can share the workload by helping with the following tasks:

- Make and distribute flyers or posters
- Send emails to their network
- Post on social media
- Count and sort the supplies at the end of your drive
- Deliver the supplies after they're counted

### 2. Choose Your Drive Dates

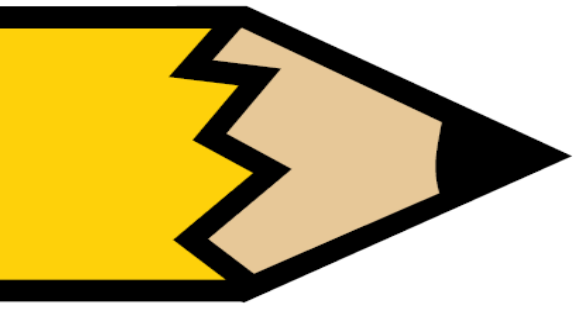
- Pick a date between July – August to take advantage of the best back-to-school sales. We recommend your supply drive last no more than two (2) weeks.

### 3. Decide What/How You Want to Collect

Check out the list of top 9 school supplies on page 1 and decide what you want to collect.

You may want to focus on one particular supply or a group of supplies (coloring items, paper products, etc.) rather than all nine. You may also offer these additional options to participate:

- [Donate Online](#) (more on pg. 6)
- [YouGiveGoods Virtual Drive](#) (more on pg. 5)



# Host a Supply Drive

## Organizing Tips 4-6

### 4. Have Fun & Get Competitive

- Make your drop-off box/barrel noticeable! Put a colorful box/barrel with information about your drive in a place where people can see it and easily drop off their items.
- Starting a competition between departments, floors, businesses next door, or competing businesses can really boost results - especially when incentives are involved! Set a goal for each “team,” or an overall goal for the drive – and tell people about it!
- Participate in our “Superstar” contest! (more info on pg. 7)

### 5. Spread the Word & Build Excitement

- Have a kick-off event, share school supply sales info, provide visual updates (like a thermometer) and engage participants via various communication channels.
- Tell them why donating school supplies matters!

### 6. Count Items & Prep for Delivery

- Classroom Central’s extended donation hours are **Monday & Tuesday 8am-12pm** and **Wednesday & Thursday 8am-5pm** at our back loading dock July-August.
- Pack your supplies in boxes (copy paper boxes preferred) for easy delivery.
- Please complete your Sorting Sheet before dropping off your donation to help for faster results and to be entered in our “Superstar” contest!

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# Host a Virtual Drive

For quick and easy shopping, with real-time results, utilize YouGiveGoods for a virtual supply drive!

## 1. Set-Up Your Personal Supply Drive Page

- [Start your own page here](#). Grab your friends, colleagues and business partners and host an online drive. Better yet, Classroom Central earns 5% back on every purchase! *If you want to host a challenge or collaborate with teams within or between multiple locations, let us know and we can set that up for you!*

## 2. Promote Your Drive

- Send out email blasts using the email alert flyer, embed your event URL link into online communications, and easily post your event on social media by using social sharing buttons right on your event page. All marketing tools provided at no charge by YouGiveGoods!

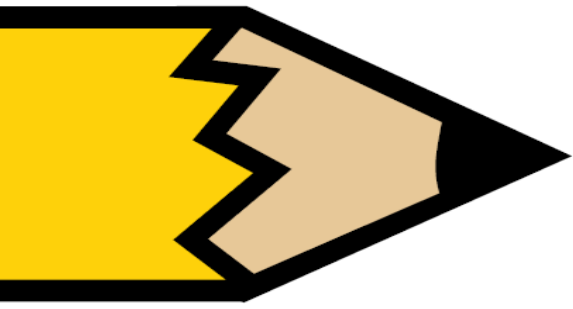
## 3. Start Shopping

- Once promoted, supporters will shop via your supply drive page just like any other online shopping cart – Tax and shipping are included in prices. A tax receipt is provided via email at time of purchase.

## 4. Complete Your Drive

- After your drive ends, YouGiveGoods ships the supplies in bulk directly to Classroom Central. Drive results are tracked live during your event via your thermometer. Summary totals are accessible for: total # of supplies raised, retail value and participation. Additional reporting is available through [CustomerSupport@YouGiveGoods.com](mailto:CustomerSupport@YouGiveGoods.com).

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# Donate Financially

Every \$1 donated to Classroom Central is transformed into \$9 worth of school supplies for a student in need.

## 1. Collect Monetary Donations

- Checks or Cash: Include your organization name in the memo line. Checks or cash can be made payable to Classroom Central and mailed to 2116 Wilkinson Blvd., Charlotte, NC 28208.
- Credit Cards: Make credit card donations online [via our website](#). To ensure donations are credited to your company's supply drive total, please do the following:
  - Select "9 School Tools" from the drop down menu
  - Type your company name and/or location in the "Leave a Comment" box

Gift Preferences

Gift Designation 9 School Tools ▼

You will receive a receipt by email. ▼

Would you like to also receive a receipt by mail?

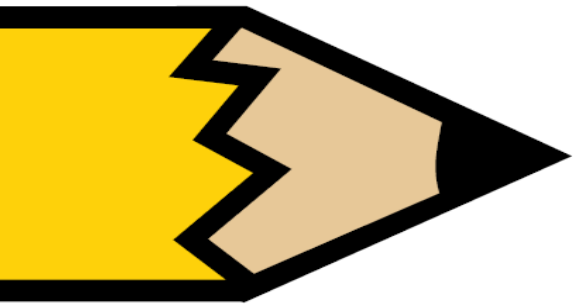
Let us know why you donated, tell your story, or teacher or student.

Your organization information!

## 2. Take Advantage of Matching Gifts

- If your company has a matching gift program - make sure to remind your employees to complete the necessary paperwork.
- Consider setting up a laptop or tablet so employees can submit their information at the time of their donation.

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# Superstar Contest

Earn points from the items collected during your school supply drive – and earn more for going the extra mile!

**Points:** Refer to the sorting sheet for real-time point calculations!

- **Pencils / Pens / other writing tools = Every 10, Receive 1 Point**
- **All other School Supplies = 1 Point**
- **\$1 = 1 Point**
- **Bring a friend to or host a Show & Tell open house tour = 100 Points**

**PLATINUM STAR – Organization with the Most Points!**

- Logo listed on Partners page & 9 School Tools page of Classroom Central's website.
- Logo prominently listed on post-campaign email blast.
- Company tagged in individual shout out on social media.
- "Platinum Star" certificate presented to company/coordinator at location of your choice.
- Visit from the G5 ice cream truck (with free ice cream) at a location of your choice!

**GOLD STAR - 10,000 Points**

- Logo prominently listed on 9 School Tools page of Classroom Central's website & post-campaign email blast.
- Company tagged in individual shout out on social media.
- "Gold Star" certificate presented to company/coordinator at post-campaign appreciation event.

**SILVER STAR - 5,000 Points**

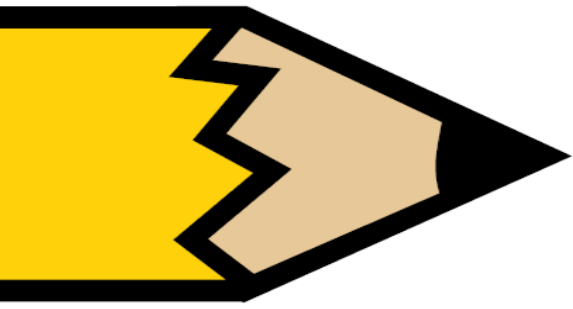
- Logo listed on 9 School Tools page of Classroom Central's website & post-campaign email blast.
- Company tagged in group shout out on social media.
- "Silver Star" certificate provided to company/coordinator at post-campaign appreciation event.

**BRONZE STAR – 2,500 Points**

- Company name listed on 9 School Tools page of Classroom Central's website & post-campaign email blast.
- Company tagged in group shout out on social media.
- "Bronze Star" certificate provided to company/coordinator at post-campaign appreciation event.

**You must submit a completed sorting sheet with your donation in order to be entered in the Superstar Contest!**





# Use Your Resources!

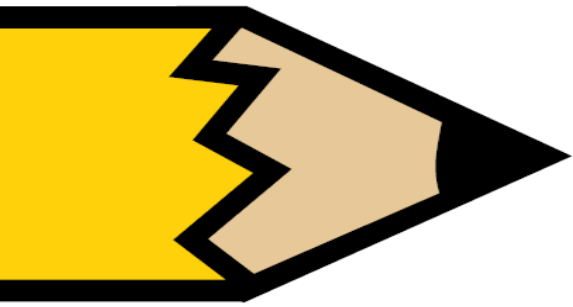
Work smarter, not harder! We have several items for you to use when telling people about your supply drive and involvement in the 9 School Tools Campaign!

## Choose From:

- The Need Flyer: Includes the top 9 most needed supplies
- Sample Emails & Social Posts: To help you spread the word to your network
- Sorting Sheet: With point information for the Superstar Contest
- Classroom Central Flyer: An overview of Classroom Central and what we do
- Classroom Central Video: To show others how you'll make an impact
- Classroom Central Stats & Impact: Info from our annual teacher survey
- Local School Supply Sales: Weekly updates of sales at major retailers
- Show & Tell open house tour: A behind-the-scenes look at how you're supporting teachers and students in our community.

All of these and more can be found on the [9 School Tools page](#) of our website!

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# Directions to Classroom Central

Once your drive is complete, please schedule your delivery with Aubrye Carr ([aubrye@classroomcentral.org](mailto:aubrye@classroomcentral.org) or 704-377-1740 ext.414) during our extended donation hours:

**Monday & Tuesday**

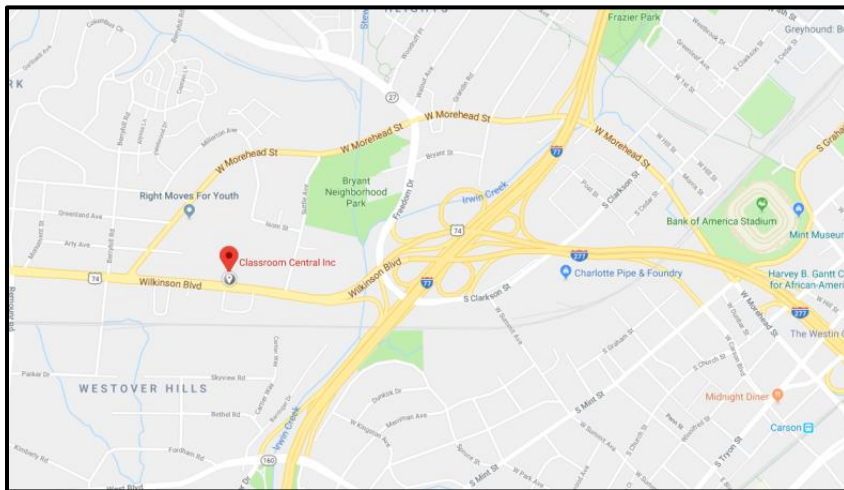
**8:00am-12:00pm**

**Wednesday & Thursday**

**8:00am-5:00pm**

Classroom Central is located at 2116 Wilkinson Blvd.

When you arrive, please drive around to the back of the building and we will help you unload your school supplies at our loading dock.



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# Classroom Central Fast Facts

Classroom Central provides free school supplies to more than 127,000 students and their teachers in nearly 200 schools across 6 school districts.

- 1 in 2 students in our community come from families who are struggling to make ends meet.
- On average, teachers spend upwards of \$1,000 of their own money every year in order to supply their students and classrooms.
- Schools where 50% or more of the students are receiving free/reduced lunch are eligible for Classroom Central's programs.
- Teachers may utilize Classroom Central's programs once a month throughout the entire school year.
- Classroom Central has distributed over \$60 million worth of free school supplies since opening their doors in 2002.

