

OPERATION BACKPACK



Supplying the Future.

Thank you for downloading our School Supply Drive Toolkit!

We hope you will consider hosting a drive to help us send Missouri low-income children back to school with the supplies they need to succeed. This toolkit will provide you with the resources you need to do this, including:

Helpful Hints

- Tips for a successful drive
- Promoting your drive
- School Supply List (all grades)
- How to donate upon completion

Templates for Promotion

- School Supply Drive Signs, Posters, and Logos
- Email templates:
 - Initial email
 - Reminder email
 - Wrap-up/ thank you email
- Telling the story

If you require further resources or have questions, please contact Laurel Groh at 816.616.8917 or lgroh@phoenixfamily.org.

Helpful Hints

Getting Started

Before you get started, consider the following:

- Determine what type of school supply drive you want to host:
 - A full school supply drive, collecting all of the items on the kids' wish list
 - Focus on one specific item, like collecting just #2 pencils, or crayons, or glue, etc.
 - Collect new backpacks filled with the school supplies
- Location is key

Wherever you decide to hold your drive, make sure it's a place where a lot of people are available to contribute. Consider your school, neighborhood, church, club, or other community group that you are a part of. At your work, observe high-traffic and accessible areas.
- Advertise

Make sure you advertise your drive. Use the flyers/brochures provided in this kit to spread the word. Mention the drive in a newsletter or email potential participants. Create an event on Facebook to help get the word out. Consider using Twitter or other social media sites to communicate with participants.
- Make it fun

Consider making your drive a competition to encourage donations! 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! Organize competitions; create teams and award prizes to those who collect the most. Be creative and have fun!
- Choose the length of time and the dates during which you will host the supply drive.

You can run your campaign for a day, a week, a month, a semester, or even year-round. We usually recommend 2 weeks, with an announcement of the campaign released the week prior.
- Contact us if you need more information or assistance. Katelyn Gravley at kgravley@phoenixfamily.org or 816.612.8844 We're here to help!

Most Needed School Supplies

The supplies that are needed the most include:

- Pencil boxes
- Filler paper (especially wide-rule)
- Pocket folders
- Pens (blue, black and red)
- Markers
- Colored pencils

- Crayons (24 pack)
- Spiral notebooks (especially wide-rule)
- Composition Notebooks

Promoting Your Drive

Before the drive:

- Tell everyone about the drive.
- Send out an email, memo or voicemail announcing the kickoff date.
- Announce the drive in your invitations, newsletters and meeting announcements.
- Distribute flyers to your staff and membership.
- Let the community relations or public relations department know about the drive.

During the drive:

- Set up a box at your party or put boxes out in high-traffic areas.
- Have some fun and decorate your collection box.
- Make sure everyone knows what's on the most needed supplies list.
- Create fun themes, such as "Casual Crayon Fridays" to encourage and reward team donations.
- Keep participants informed by tracking progress and celebrating successes.
- Announce when the drive is reaching its end (about one week prior) for an extra kick.

School Supply List (All Grades)

Backpack

Supply box/Pencil bags

Glue Stick/ 8 oz glue

Scissors (pointed and blunt-tip)

Pink eraser

"First Writing" Pencils

#2 Pencils

Pens (blue, black and red)

Crayons (24 box)

Markers (thin and broad-pint)

Highlighters

Ruler

Pencil sharpener

Pocket folders

Filler paper (wide-rule and college-rule)

Graphing paper

Spiral notebooks (wide-rule and college-rule)

Composition notebook (wide-rule and college-rule)

Pencil topper erasers

3-Ring binder (1-inch)

Protractor

Index cards

Upon Completing Your Drive

- If at all possible, please bring the donated items to our main office location at 3908 Washington in Kansas City. Given that we have a small number of staff available to pick up donations, so we greatly appreciate your efforts. If you are unable to deliver the school supplies, or have a large quantity to donate, please contact Katelyn at 816.612.8844 or kgravley@phoenixfamily.org to arrange for your drive items to be picked up.
- Our office is open for donations Monday-Friday from 8:30am-4:30pm. Special drop-off times can be arranged if needed. To make arrangements, please contact Katelyn at 816.612.8844 or kgravley@phoenixfamily.org. When you arrive, Phoenix Family staff will help you unload your donation.
- Donation receipts can be provided upon request.

Thank you for your support!



to

**Help at-risk kids get
ready to learn.**



**OPERATION
BACKPACK**

It's not a backpack. It's a launching pad.

**Donate new school supplies
to Kansas City kids!**

Drop your items off at our School Supply drive, located at

School supply wish list

Backpacks | Glue sticks | Composition notebooks (wide and college-ruled) | Spiral notebooks (wide and college-ruled) | Filler paper (wide and college-ruled) | Blue, black, and red pens | Rulers Scissors (blunt and pointed tip) | #2 pencils | 24-pack crayons | Washable markers (broad and fine line) | Colored pencils | 3-ring binders | Pink erasers | Pencil boxes | Highlighters | 2-Pocket folders (with and without prongs) | Scientific calculators | Kleenex | Elmer's glue | Index cards | Graph paper

For more information contact:



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For more information contact:



OPERATION BACKPACK

A black silhouette of a child walking to the right, carrying a backpack.

It's not a backpack. It's a launching pad.

**Drop new school
supplies here!**

A line drawing of a backpack with several radiating lines around it, suggesting energy or a launch. A large red arrow points downwards from the bottom of the backpack.

Check out the great work Phoenix Family is doing in our community on Facebook or Instagram.

Help us and Phoenix Family level the playing field and ensure that all kids have what they need to succeed in the classroom.

For kids, part of the back-to-school excitement comes from buying new crayons, folders, and backpacks. However, when parents can barely afford rent and groceries each month, school supplies just can't be a priority.

School Supply Drive



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Sample emails

Announcing your supply drive:

Suggested Subject Line: Unleash the Back-to-School Magic for 1,000 Kids!

Hey there, awesome team!

Get ready to ignite some excitement because we're launching our very own back-to-school drive to support an incredible local charity, Phoenix Family, with their "Operation Backpack" campaign. Our mission: to make sure that 1,000 kids kick off the new school year with brand new supplies and backpacks.

Remember that feeling as a kid when you got all shiny, fresh supplies for the first day of school? The thrill of unbroken crayons, pencils ready to be sharpened, and those awesome backpacks? Well, we want all kids to experience that excitement. Over 96% of the kids served by Phoenix Family come from homes below the poverty level, and they deserve that same electrifying experience.

We need your help to make it happen! Here's what you can do:

- 1. Donate new school supplies:** Let's rally together and provide the essentials these kids need. Wide-rule notebooks, 2 pocket folders, 3-ring binders, pencils, erasers, glue sticks, crayons, colored pencils, and school supply boxes are the top priority. Score some great deals at local stores or go online for added convenience.
- 2. Spread the word:** Let's expand our impact! Share this fantastic initiative with friends, family, and neighbors who might want to contribute too. The more, the merrier—and the bigger the impact we'll have on these young bright minds.

Donation bins are located [list locations] and will be up through [dates]. Monetary donations are also accepted. Simply write your check to Phoenix Family and give it to [designated person].

The deadline for donations is [insert date], so let's hustle and make it happen!

Our goal is to help Phoenix Family get new backpacks and supplies to 1,000 kids. Let's bring the enthusiasm and show our support for the children in our community. Together, we'll make this school year truly unforgettable and empower these kids to reach for the stars.

If you have any questions or ideas about our back-to-school drive, don't hesitate to reach out to me.

Get ready to rock this campaign! Thank you in advance for your boundless kindness, compassion, and dedication to brightening the lives of these incredible children.

Go team!

[Your Name]

A reminder as your drive wraps up:

Suggested Subject Line: Operation Backpack Deadline Approaching! Let's Make a Difference!

Hey awesome team!

Just a quick heads up as the deadline for Operation Backpack approaches! We're on a mission to equip 1,000 kids with new school supplies and backpacks through our support of Phoenix Family. Don't forget, Missouri's Tax-Free weekend for school supplies is right around the corner, so let's take advantage of it!

Here's a recap of what you can do:

1. Gather school supplies: Think wide-rule notebooks, 2 pocket folders, 3-ring binders, pencils, erasers, glue sticks, crayons, colored pencils, and school supply boxes. Make the most of the tax-free weekend to maximize your impact.
2. Spread the word: Keep sharing this incredible initiative with friends, family, and neighbors. Together, we create a ripple effect of support, ensuring these kids have everything they need to thrive.

Donation deadline: Please drop off your donations, including cash contributions payable to Phoenix Family, by August 7th. You'll find the collection point [add specific location details here]. Look for the brightly decorated box!

Your generosity and kindness are making a real impact on these young lives. Let's finish strong and make Operation Backpack an overwhelming success!

If you have any questions or need more information, feel free to reach out to me. Together, let's show the power of our team and the difference we can make!

Go team!

[Your Name]

Thanking your team:

Suggested Subject Line: Operation Backpack: We did it!

Hey incredible team!

As the curtains close on our Operation Backpack initiative, I wanted to take a moment to express my heartfelt gratitude for your unwavering support and generous contributions. Thanks to you, we made a lasting impact and empowered 1,000 kids for the upcoming school year!

Together, we accomplished something truly remarkable. Your donations and the enthusiasm you brought to this cause made all the difference. Each pencil, notebook, and backpack has the power to ignite a child's excitement for learning and set them on a path to success.

But the impact doesn't stop there. Through Operation Backpack, we've shown these young minds that they matter, that their education matters, and that our community cares about their future. The ripples of positivity and empowerment we've created will resonate far beyond the classroom walls. We did it! With your generous contribution to the school supply drive, [organization's name] was able to give Phoenix Family [amount of supplies]. These supplies will be distributed to kids in our community who are most in need.

Thanks for giving these students the tools to succeed in school!

I'm incredibly proud of our team and the impact we've made. You've transformed lives and brightened futures beyond supplies.

Thank you for your commitment and generosity. Together, we made Operation Backpack a success, leaving a positive mark on 1,000 kids and our community.

With deepest gratitude,

[CEO or top ranking executive]

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 are 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. #EducationForAll #OperationBackpack #SupportKids

Did you know? According to research by Smithsonian Education Institute, having new school supplies boosts children's self-esteem and motivation to learn! Join our back-to-school drive and help low-income kids start the year with confidence. Together, we can make a difference in their educational journey. #OperationBackpack #MakeADifference #EducationMatters

Education is a powerful tool for breaking the cycle of poverty. According to research conducted by Harris Education Research Center, access to proper resources significantly improves their chances of academic success. Join Operation Backpack and be a part of their journey! #EducationForAll #OperationBackpack #SupportKids

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.

Research by Johnson Education Research Center shows that children who have new school supplies experience higher academic achievement. Join us in providing kids with the tools they need to succeed. Your support can transform their educational path. Donate today! #OperationBackpack #EducationEmpowers #SupportKids

Thank you for your support!

If you have any questions or need more information, please contact us at kgravley@phoenixfamily.org or 816.612.8844