

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
- List of most needed items
- 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 2-4 weeks.
- Contact us if you need more information or assistance: lgroh@phoenixfamily.org.

Most Needed School Supplies

The supplies that are requested the most includes, but is not limited to:

- Construction paper
- Copy paper
- Filler paper
- Hand Sanitizer
- Kleenex
- Pencils
- Pens
- Markers
- Colored pencils
- Crayons (24 pack)

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.

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 Laurel at 816.616.8917 or lgroh@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. When you arrive, Phoenix Family staff will help you unload your donation.
- A donation receipt 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 | Copy paper (reams) | Composition notebooks | Spiral notebooks (wide and college-ruled) | Black Sharpies (fine and ultra fine point) | Loose leaf paper (wide and college-ruled) | Dry erase markers (black) | Dry erase erasers | Clorox Wipes | Post-It Notes | Blue and red pens | Rulers | Scissors | #2 pencils | Crayons | Markers | Colored pencils | 3-ring binders | Pink erasers | Pencil bags and boxes | Highlighters | 2-pocket folders (with and without prongs) | Scientific calculators | Hand sanitizer | Kleenex | Elmer's glue | Ziploc bags (gallon, quart and sandwich)

For more information contact:



to

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



**OPERATION
BACKPACK**

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

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

School Supply Wish List

Backpacks | Glue sticks | Copy paper (reams) | Composition notebooks | Spiral notebooks (wide and college-ruled) | Black Sharpies (fine and ultra fine point) | Loose leaf paper (wide and college-ruled) | Dry erase markers (black) | Dry erase erasers | Clorox Wipes | Post-It Notes | Blue and red pens | Rulers | Scissors | #2 pencils | Crayons | Markers | Colored pencils | 3-ring binders | Pink erasers | Pencil bags and boxes | Highlighters | 2-pocket folders (with and without prongs) | Scientific calculators | Hand sanitizer | Kleenex | Elmer's glue | Ziploc bags (gallon, quart and sandwich)

For more information contact:



OPERATION BACKPACK



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

**Drop new school
supplies here!**



Check out the great work Phoenix Family is doing in our community on Facebook, Instagram, and Twitter @pfhorg

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



Check out the great work Phoenix Family is doing in our community on Facebook, Instagram, and Twitter @pfhorg

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



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

School Supply Drive

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.

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

Check out the great work Phoenix Family is doing in our community on Facebook, Instagram, and Twitter @pfhorg



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

School Supply Drive

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.

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

Check out the great work Phoenix Family is doing in our community on Facebook, Instagram, and Twitter @pfhorg

Sample emails

Announcing your supply drive:

Suggested Subject: Bringing Backpacks to Kids in Need

Remember what it was like as a kid, getting all new stuff for the first day of school? How about the excitement of having bright, unbroken crayons; pencils to sharpen; and the fun backpacks? More than 96% of children served by Phoenix Family live in homes below the poverty level, and they deserve to feel the same excitement about school.

They need your help.

Join [your organization's] employees help make things happen in our community—like going the extra mile at work, at home — and helping others, like kids who need school supplies but can't afford them.

The supplies teachers ask for the most includes, but is not limited to:

- Construction paper
- Copy paper
- Filler paper
- Pencils
- Pens
- Markers
- Colored pencils
- Crayons (24-pack)

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].

Thank you in advance for your help!

A reminder as your drive wraps up:

Suggested Subject: Brought in school supplies yet? There's still time!

Remember to bring in school supply donations for Phoenix Family's Operation Backpack. Donation bins can be found in [locations] and will be there through [end date].

Thank you for helping [organization name] support children who would not have school supplies if it weren't for the generous donors like yourself.

If you cannot make it to the store, cash/check donations are also accepted. Simply write your check to Phoenix Family and give it to [designated person].

Thank you!

Thanking your donors:

Suggested Subject: We did it!

We did it! With your generous contribution to the school supply drive, [organization's name] was able to give Phoenix Family [amounts 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!

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.

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 most.

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 local schools and students by donating supplies to those most in need.

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.

Thank you for your support!

If you have any questions or need more information, please contact us at lgroh@phoenixfamily.org or 816.616.8917