

Classroom Central



9 School Tools

2020 Supply Drive Coordinator Toolkit



About Classroom Central

Classroom Central equips students in need to effectively learn by collecting and distributing free school supplies to their teachers. We serve teachers and students in nearly 200 schools across six school districts in the Charlotte Region. We distribute supplies through our Free Store, Mobile Free Store and several other community-supported programs. Since opening our doors in 2002, Classroom Central has distributed over \$60 million worth of free school supplies. **Learn more at ClassroomCentral.org**

About 9 School Tools

Thank you for joining our annual 9 School Tools campaign! Each summer, Classroom Central and WSOC-TV partner with the community to host hundreds of school supply drives and equip students in need.

Why: 1 in 2 local students come to school empty-handed. Our students need over 1,000,000 school supplies.

Who can participate: We invite everyone to join — individuals, businesses, faith groups, civic groups, neighborhoods, sports teams, etc.

When: You can donate or choose your drive dates between July 6 – August 31, 2020.

Where: Host your drive online and/or in person. Your support will help prepare 127,000 students and their teachers in our region for the upcoming school year.

Host a traditional drive, host a virtual drive, and/or donate!

9 Supplies Most Needed

Pencils
Crayons
Colored Markers
Highlighters
Dry Erase Markers
Composition Books
Filler Paper
One Subject Notebooks
Pocket Folders



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at darden@classroomcentral.org or 704.377.1740 x 412



Host a traditional drive.

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 any length of time between July – August to host your drive and take advantage of the best back-to-school sales.

3) Decide what / how you want to collect.

- Check out the list of top 9 school supplies on the previous page 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.

4) Have fun & get creative.

- 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 9 School Tools Contest!

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.

- Schedule your donation drop-off appointment online at ClassroomCentral.org/9SchoolTools

7) Complete your sorting sheet & drop off donations.

- Pack your supplies in boxes (copy paper boxes preferred) for easy delivery.
- Please complete your Sorting Sheet (located at ClassroomCentral.org/9SchoolTools) before dropping off your donation to help for faster results and to be entered in our 9 School Tools Contest!

Host a virtual drive.

For quick and easy shopping, with real-time results, use our Qgiv platform to host your virtual school supply drive!

1) Set up your virtual drive page.

Watch this one-minute demo video to get started. Then grab your friends, colleagues and business partners and host an online drive. 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 our sample email templates, 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.

3) Start shopping.

Once promoted, supporters will shop via your supply drive page just like any other online shopping cart. A tax receipt is provided via email at time of purchase.

4) Complete your drive.

After your drive ends, supplies will be shipped in bulk directly to Classroom Central. Drive results are tracked live during your event via your thermometer.

Donate **financially**.

Classroom Central turns every \$1 donated into \$9 worth of school supplies for a student in need.

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 at ClassroomCentral.org/9schooltools. To ensure donations are credited to your company's supply drive total, please type "9 School Tools" along with your name, company name and/or supply drive location in the "Leave a Comment" box.
 - If you're hosting a virtual supply drive, donors can also make credit card donations by clicking "Donate Dollars"

Matching Gifts:

- If your company has a matching gift program — make sure to remind your employees to complete the necessary paperwork.
- If you're hosting a virtual supply drive, encourage your donors to look for the checkbox during the donation process that states, "This donation can be matched."

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9 School Tools **Contest**

We have different point systems for virtual and traditional drives. See prizes on the following page.

Virtual School Supply Drives:

- Monetary donations: \$1 = 1 point
- Every purchase through the virtual supply store will equate to a number of points.

For example:

- Class Set of All 9 Items: \$535.91 = 535.91 points
 - Class Set of Composition Books: \$89.99 = 89.99 points
 - One Pack of Crayons: \$2.75 = 2.75 points
 - Highlighters: \$2.25 = 2.25 points
 - And so on.
- We will round up the final total number to the nearest point!

Traditional School Supply Drives:

- Monetary donations: \$1 = 1 point
- Pencils, Mechanical Pencils, Highlighters, and Pens: 10 items = 1 point
- Every other item = 1 point
- Note: You must submit a completed sorting sheet with your traditional supply donation in order to be entered in the 9 School Tools Contest! (located at ClassroomCentral.org/9SchoolTools)

9 School Tools **Contest**

We will have a set of virtual supply drive winners and a set of traditional supply drive winners!



VALEDICTORIAN – Organization with the most points!

- Logo listed on Partners page & 9 School Tools page of ClassroomCentral.org.
- Logo prominently listed on post-campaign eblast.
- Mention in individual shout out on social media.
- “Valedictorian” social media post graphic presented to company/coordinator.



DEAN’S LIST - 10,000 Points

- Logo prominently listed on 9 School Tools page of ClassroomCentral.org & post-campaign eblast.
- Mention in individual shout out on social media.
- “Dean’s List” social media post graphic presented to company/coordinator.



HONOR ROLL - 5,000 Points

- Logo listed on 9 School Tools page of ClassroomCentral.org & post-campaign eblast.
- Mention in group shout out on social media.
- “Honor Roll” social media post graphic presented to company/coordinator.



MERIT AWARD – 2,500 Points

- Company name listed on 9 School Tools page of ClassroomCentral.org & post-campaign eblast.
- Mention in group shout out on social media.
- “Merit Award” social media post graphic presented to company/coordinator.

**You must submit a completed sorting sheet
with your traditional supply donation
in order to be entered in the 9 School Tools Contest!**
(Sorting Sheet located at ClassroomCentral.org/9SchoolTools)

About | Traditional Drive | Virtual Drive | Donate | **Contest** | Marketing & Resources

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Marketing & 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.

- Sample Emails & Social Posts: To help you spread the word to your network
- Sorting Sheet: With point information for the 9 School Tools 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

These resources and more can be found on ClassroomCentral.org/9SchoolTools, as well as the Resources tab of your virtual supply drive fundraising dashboard.

Directions to Classroom Central

Once your supply drive is complete, please schedule your delivery appointment online at: ClassroomCentral.org/9SchoolTools

Classroom Central
2116 Wilkinson Boulevard
Charlotte, NC 28208

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. **Remember to complete your sorting sheet located at ClassroomCentral.org/9SchoolTools and bring your printed summary with you.**



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Sample Emails

We hope these sample emails will help you promote your school supply drive. Feel free to get creative and **remember to customize the items in pink to your drive & organization**. If you'd like the hyperlinks to remain intact, please be careful when re-formatting or copying and pasting the text.

Email 1: Announce your drive (We recommend sending one week before your drive starts.)

If there's anything we've been reminded of during the past few months, it's that the playing field is far from level for all students. Yet, equal opportunities in education can change the trajectory of lives.

That's why we're partnering with Classroom Central to make sure all local students are prepared and excited to learn! Classroom Central serves more than 127,000 students and their teachers across 6 school districts in nearly 200 high-need schools. Their mission is to equip students to effectively learn by collecting and distributing free school supplies to their teachers.

Equipping all local students with all of the basic tools they need to succeed will require over 1,000,000 supplies. So we need everyone's help!

We will be hosting a school supply drive to benefit Classroom Central. Our goal is to collect [insert your goal] supplies. Our supply drive will run [insert dates].

[For traditional drives, insert logistics such as where barrels are located, etc. For virtual drives, include a link to your virtual supply drive page.]

Your support is more critical this year! While most of our region's students will be learning remotely, they'll still take notes with pens, pencils and paper; stay organized with pocket folders, binders, and backpacks; and take art class with crayons, markers, and glue. Remote learning has actually increased our community's need for supplies because classrooms can no longer share materials, and now even more families are experiencing financial hardships. You can make all the difference.

More details will follow next week. In the meantime, click here to learn more about Classroom Central, or follow them on Facebook, Twitter, Instagram and LinkedIn to keep up with their latest news and events.

Stay tuned!

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Email 2: Kickoff Day (Including the previous email for reference may be helpful.)

Today is the first day of our school supply drive! Remember: **[Insert a reminder about goal, logistics for traditional supply drives about where to drop off their items, a link to your virtual supply drive, campaign timeline, any incentives/contests, or any other things you want them to know about your specific campaign.]**

Click here find the best school supply sales in our area!

Classroom Central also accepts financial contributions, and they're 100% tax-deductible. Classroom Central transforms each dollar donated into \$9 worth of school supplies for a student in need! Make sure **[insert Organization Name]** is in the "Comments" box within the donation form, or on the "memo" line of a check.

To put the impact you're making into perspective, Ms. Pemberton, a Charlotte-Mecklenburg Schools teacher says it best, "Words cannot express how much of an impact your generosity makes. Students are astounded that people that they have never met, and may likely never meet, would care so much about them and their learning that they would donate consistently to make sure that they have everything that they need to succeed. Thank you!"

If you'd like to volunteer to help us sort and count our donations at the end of our drive, please contact **[insert contact information]**.

Remember, your support is more critical this year! While most of our region's students will be learning remotely, they'll still take notes with pens, pencils and paper; stay organized with pocket folders, binders, and backpacks; and take art class with crayons, markers, and glue. Remote learning has actually increased our community's need for supplies because classrooms can no longer share materials, and now even more families are experiencing financial hardships. You can make all the difference.

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Email 3: Reminder & Student Story

It's [\[insert week/day #\]](#) of our school supply drive! The deadline for donations is [\[insert deadline\]](#)!

I'd like to introduce you to Amie: "My student Amie was really struggling recently. Her grades were slipping because she wasn't turning in her homework assignments. This was extremely unusual for her as she was often an honor roll student.

I learned Amie had run out of paper in her notebook and had given her last two pencils to her younger brothers, which is why she hadn't been turning anything in. She also was helping take care of her brothers after school while her mom was in desperate search of a new job since she was laid off last month.

I have an entire side of my desk dedicated to supplies for my students. I opened the drawers and invited Amie to take whatever she needed. She picked a sparkly pink notebook, matching pink pens, a pack of pre-sharpened pencils, a smiley face eraser and several other items for her brothers. All of these supplies came from Classroom Central, but Amie doesn't know that. She just knows the supplies came from caring people in our community.

The following week, Amie turned in all of her late assignments. She had spent her weekend working to catch up. I know this because her mom called me Monday morning, in tears, telling me all about it. Thanking me for the supplies and for giving her daughter support.

These supplies might look like something as simple as a pencil or smiley face eraser, but they are so much more. These supplies give students like Amie the opportunity to succeed and I want to say thank you!" — Kelley Simms, Amie's 5th Grade Teacher

[\[For traditional drives, insert a link to local school supply sales. For virtual drives, insert a link to your page.\]](#)

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Email 4: Reminder & Teacher Testimonials

It's **[insert week/day #]** of our school supply drive! The deadline for donations is **[insert deadline]**!

See what teachers have to say about us — Classroom Central's donors:

"Students are often embarrassed to admit that they do not have the required supplies. Your generosity has granted so many children more self-confidence and capability to complete school work and fulfill their dreams."

"You guys have given me more than I could ever repay you for. I am constantly spending \$1,500-\$2,000 each school year on my students and supplies. With your generosity, more of my money has been able to go towards my needs while also allowing my students to have access to what they need and deserve in their educational environment."

"Without you all, my life would be a lot more difficult and costly!"

"Classroom Central brings equity into my classroom, by enabling all students to be prepared and ready to learn."

Here's how to donate: **[For traditional drives, add details and insert a link to local school supply sales. For virtual drives, insert a link to your page.]**

Remember, your support is more critical this year! While most of our region's students will be learning remotely, they'll still take notes with pens, pencils and paper; stay organized with pocket folders, binders, and backpacks; and take art class with crayons, markers, and glue. Remote learning has actually increased our community's need for supplies because classrooms can no longer share materials, and now even more families are experiencing financial hardships. You can make all the difference.

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Email 5: Wrap up & Thank you

Thank you for your support of our school supply drive! We were able to collect **[insert final counts]** school supplies to help students and teachers across our community and benefit Classroom Central.

[Insert reminder about goal, any incentives/contest winners and any other items you want them to know about your drive.]

If you enjoyed this event and would like to learn more about Classroom Central, check out their remote or in-person volunteer opportunities.

Thank you for your support and making this a successful school supply drive!

Sample Social Posts

An easy way to promote your supply drive is to share/retweet/repost content from Classroom Central's pages! You can also use the captions below or feel free to create your own.

Remember to customize the items in pink to your drive and organization.

Reference your resources for available social media graphics and imagery.

Announcing your drive

Facebook & Instagram Caption:

If there's anything we've been reminded of lately, it's that the playing field is far from level for all students. We can change that. That's why we're hosting a school supply drive for @ClassroomCentral to make sure students are prepared to learn! [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools

Twitter Caption:

If there's anything we've been reminded of lately, it's that the playing field is far from level for all students. That's why we're hosting a school supply drive for @ClassrmCentral to make sure students are prepared to learn! [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools

Promoting your drive

Facebook & Instagram Caption:

Pop quiz! Did you know @ClassroomCentral provides FREE school supplies to local teachers all year? Donate supplies today to help ensure every teacher has the supplies they need and every student has an opportunity to succeed. [Insert your school supply drive location or your virtual supply drive link] *apple emoji* *pencil emoji* #9SchoolTools

Twitter Caption:

@ClassrmCentral provides FREE school supplies to local teachers all year! Donate supplies to ensure every teacher has the supplies they need and every student has an opportunity to succeed. [Insert your school supply drive location or your virtual supply drive link] *apple emoji* *pencil emoji* #9SchoolTools

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Reference your resources for available social media graphics and imagery.

Promoting your drive continued

Facebook & Instagram Captions:

Yes, remote students still need school supplies! They'll still take notes, need to stay organized, and have elective courses like art class. You can help students in need have fewer worries this fall by donating to our school supply drive at [\[physical location or virtual drive link\]](#) @ClassroomCentral #9SchoolTools *pencil emoji* *composition notebook emoji* *artist palette emoji*

Equal opportunities in education can change the trajectory of lives, but this school year, students' needs will be greater than ever. Help level the playing field by donating school supplies for @ClassroomCentral at [\[physical location or virtual drive link\]](#) #9SchoolTools

Help prepare local students for school by donating school supplies for @ClassroomCentral! [\[Insert your school supply drive location or your virtual supply drive link\]](#) #9SchoolTools

Donate school supplies at [\[physical location or virtual drive link\]](#) for our @ClassroomCentral drive between [\[drive dates\]](#) to help local students succeed! #9SchoolTools *pencil emoji* *composition notebook emoji* *pencil on paper emoji*

@ClassroomCentral serves over 127,000 students and their teachers across 6 school districts, and equipping all local students with all the basic tools they need to succeed will require over 1,000,000 supplies. So we need everyone's help! [\[Insert your school supply drive location or virtual supply drive link\]](#) #9SchoolTools

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Twitter Captions:

Yes, remote students still need school supplies! They'll still take notes, need to stay organized, and have courses like art class. You can help students in need have fewer worries this fall by donating to our supply drive at [\[physical location or virtual drive link\]](#) @ClassrmCentral #9SchoolTools

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Help prepare local students for school by donating school supplies for @ClassrmCentral! [\[Insert your school supply drive location or your virtual supply drive link\]](#) #9SchoolTools

Donate school supplies at [\[physical location or virtual drive link\]](#) for our @ClassrmCentral drive between [\[drive dates\]](#) to help local students succeed! #9SchoolTools *pencil emoji* *composition notebook emoji* *pencil on paper emoji*

Wrapping up & thanking your donors

Facebook & Instagram Caption:

Thank you! We appreciate everyone who donated to our #9SchoolTools supply drive benefitting @ClassroomCentral! With your support, students in need will have over [\[# supplies collected\]](#)!

Twitter Caption:

Thank you! We appreciate everyone who donated to our #9SchoolTools supply drive benefitting @ClassrmCentral! With your support, over [\[# supplies collected\]](#) school supplies will be distributed to local teachers and students this school year! *pencil emoji* *apple emoji*

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Sample NextDoor Post

NextDoor is a social networking platform, designed specifically for neighbors and neighborhoods. You can use the sample message post below or feel free to create your own.

Remember to customize the items in pink to your drive.

Create your NextDoor account:

Download the NextDoor app or create your account at nextdoor.com

Post about your drive:

Category:

General

Subject:

School supply dive happening at **119 Park Avenue through 8/31/20!**

Message:

Hi Foxcroft neighbors,

I am hosting a school supply drive this week at **my house on Park through August 31st.** (Look for the big collection barrel!) Yes, remote students still need school supplies! They'll still take notes, need to stay organized, and have elective courses like art class. Remote learning has actually increased our community's need for supplies because classrooms can no longer share materials, and now even more families are experiencing financial hardships.

All school supply donations I collect will go directly to Classroom Central, a nonprofit in town that provides free school supplies to students and teachers in over 200 underserved schools across the region. You can do a no-contact drop off at my house **or you can donate supplies virtually via the link to my online drive!** [Insert your virtual drive link.] Any and all donations are greatly appreciated.

Thank you!

Image:

Add a picture of your collection barrel or a screenshot of your virtual supply drive.

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