



Classroom
Central

TURNING PENCILS INTO POSSIBILITIES

9 School Tools

2023 SUPPLY DRIVE
COORDINATOR TOOLKIT



About



About Classroom Central

Classroom Central fosters equity in education by providing teachers and students with the free resources they need to succeed. We serve teachers and students in more than 200 schools across six regional school districts. We distribute supplies through our Free Store, Mobile Free Store, Curbside Pick-Up, Delivery Service and several other community-supported initiatives. Since opening our doors in 2002, Classroom Central has distributed over \$85 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 10 — August 31, 2023.

Where: Host your drive online and/or in person. Your support will help prepare 156,000 eligible students and their teachers in our region for the upcoming school year.



9 Supplies Most Needed

- Pencils
- Crayons
- Colored Markers
- Highlighters
- Dry Erase Markers
- Composition Books
- Filler Paper
- Glue Sticks
- Pocket Folders

Host a traditional drive and/or host an online drive!



Have questions or need help? Contact Darden Blow at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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.
- Consider focusing on a specific items or category (e.g., coloring items, paper products) instead of 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.
- Organize a competition between departments, floors, neighboring businesses, or competitors to enhance outcomes, especially with incentives. Establish specific goals for each team or an overall goal for the drive and communicate it to everyone involved.

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.
- Complete your Sorting Sheet at ClassroomCentral.org/9schooltools before submitting your donations for quicker results and to be entered in our 9 School Tools Contest.

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central



Host an Online Drive

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

1) Set up your online drive page

Get started at: secure.qgiv.com/event/9stc2023/. 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

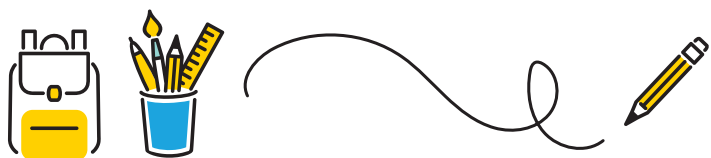
Send out email blasts using our sample email templates, embed your event URL link into online communications, and easily post your event on social media by using social sharing buttons right on your event page.

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, Classroom Central will use the funds to purchase school supplies in bulk. Drive results are tracked live during your event via your thermometer.



Have questions or need help? Contact Darden Blow at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

Monetary Donations

Donate
Financially

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.
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
"Share your comments" box.
- If you're hosting a online 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 online supply drive, encourage your donors to look for the checkbox
during the donation process that states, "This donation can be matched."

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

Have questions or need help? Contact Darden Blow
at arden@classroomcentral.org or 704.377.1740 ext. 4120



9 School Tools Contest



We have different point systems for online and traditional drives. See rewards on the following page.

Online School Supply Drives:

- **Monetary donations:** \$1 = 1 point
- Every purchase through the online 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
- 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)

Have questions or need help? Contact Darden Blow at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central



9 School Tools Contest

We will have a set of online supply drive winners, a set of traditional supply drive winners, and a combined valedictorian!

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

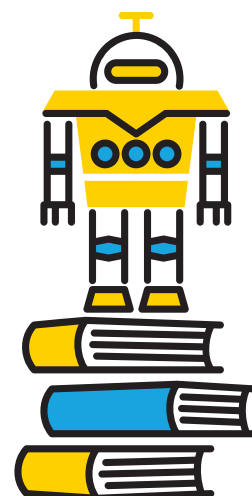
- Company name listed on 9 School Tools page of ClassroomCentral.org & post-campaign eblast.
- Mention in group shout out on social media.
- “Merit Award” social media post graphic presented to company/coordinator.

SMALL BUSINESS ALL-STAR

- Most impactful companies with fewer than 50 employees.

INDIVIDUAL ALL-STAR

- Most impactful individual fundraisers.



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)

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



**Classroom
Central**

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.

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

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
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



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.**

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics 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.)

Did you know that 54% of children in our community live below the poverty line and can't afford the basic school supplies they need to learn? That means 1 in every two local students comes to school empty-handed.

That's why we're partnering with Classroom Central to make sure all local students are equipped to succeed in school. Classroom Central serves more than 156,000 eligible students and their teachers across six school districts in more than 200 high-need schools. Their mission is to equip students to learn effectively by collecting and distributing free school supplies to their teachers.

Equipping all local students with the essential 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. Include a link to your online supply drive page for online drives.]

Your support is more crucial this year than ever before. Every November, we receive updated statistics on free/reduced lunch for the schools we cater to. Typically, there are a few schools that become eligible due to changes in student populations. However, this year is different. We have welcomed 34 newly eligible schools, and what's even more significant is the addition of 38,000 students who are relying on our support. This marks the largest increase in our 20-year history, with several schools that have never qualified or required our assistance before. To ensure we can adequately meet the needs of these additional students without compromising our impact on those already being served, we must obtain more essential supplies like paper and pencils, which are crucial for both students and teachers.

More details will follow next week regarding how you can help. 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.

Have questions or need help? Contact Darden Blow at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics 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 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 a goal, logistics for traditional supply drives about where to drop off their items, a link to your online supply drive, campaign timeline, any incentives/contests, or any other things you want them to know about your specific campaign.]*

Classroom Central also accepts financial contributions, and they're 100% tax-deductible. Because Classroom Central transforms each dollar donated into \$9 worth of distributed school supplies for a student in need, donations make a significant impact!

To put your impact into perspective, Ms. Norton, a Charlotte-Mecklenburg Schools elementary teacher, said it best, "Classroom Central has been a lifesaver. I had several students with no supplies at the start of the year and a new student who came with nothing last month. I could set them all up with notebooks, folders, and a pencil bag of everything they needed."

This year, your support is exceptionally vital. With approximately 38,000 new students relying on us, your supply and monetary donations enable us to assist all eligible schools and students without diminishing our current impact. You can make all the difference for the 1 in every two local students who lack the necessary supplies to keep up with their peers and learn new lessons.

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics 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 3: Reminder & Educator Story

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

Consider this insight from Ms. Vanessa Smith, a 1st-grade teacher at Bruns Avenue Elementary School: "Teaching is beautiful chaos. Our kids face a lot of challenges that we don't see. You don't always know what's happening in their home life, whether hunger or homelessness. Our first graders are supposed to know their letters and numbers one to one hundred when they come to us, but more than half of the class is behind on the first day. Right now, I have 27 students in the classroom because we went from being a team of three teachers to two mid-year - last year, I only had 16 students. Almost all of my supplies come from Classroom Central, which allows me to provide everything my students need so that no one feels like they can't participate and they all have a chance to reach the same learning level throughout the year. Classroom Central makes that possible."

Ms. Smith's class makes up only a fraction of the eligible students we support, including the 38,000 newly eligible students added in 2023. Your donations and supply collections provide the tools that all eligible teachers need to support the students without diluting Classroom Central's impact on the community that relies on us.

[For traditional drives, insert link to local school supply sales. For online drives, insert a link to your page.]

Have questions or need help? Contact Darden Blow at darden@classroomcentral.org or 704.377.1740 ext. 4120

“

Our kids face a lot of challenges that we don't always see. Whether it's hunger or homelessness, you don't always know what is going on in their home life... **Almost all of my supplies come from Classroom Central and allow me to provide everything my students need so that no one feels like they can't participate and they all have a chance to reach the same learning level throughout the year.** —

Ms. Smith, Charlotte-Mecklenburg Schools



Classroom
Central

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 italics 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 4: Reminder & Student Story

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

I want to introduce you to Ms. Beasley and her student: "One of my students arrived at school with nothing but an empty backpack, and the embarrassment on her face was evident when I instructed my students to take out their supplies to begin their work. Because of Classroom Central, I could go to my closet, grab all the supplies she needed, and fill her backpack. She knows now that she can come to me privately and almost always get what she needs. It takes away the shame of not having the same tools as her classmates and shows in her confidence in the classroom."

— Ms. Beasley, Charlotte-Mecklenburg Schools

Classroom Central not only helps to provide the supplies that allow teachers to support their students academically but empowers them to encourage confidence, emotional security, and trust in their young scholars. Only through our supporters' generous supply and monetary donations can we aid educators as they work daily to lay the groundwork that goes on to change students' lives.

*[For traditional drives, insert a link to local school supply sales.
For online drives, insert a link to your page.]*

Have questions or need help? Contact Darden Blow at darden@classroomcentral.org or 704.377.1740 ext. 4120

“

One of my students arrived at school with an empty backpack, and the embarrassment on her face was evident. Because of Classroom Central, I can fill up her bag. **She knows now that she can come to me privately and almost always get what she needs...it shows in her confidence in the classroom.**

— Ms. Beasley, Charlotte-Mecklenburg Schools



Classroom
Central

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 italics 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 5: 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:

"Classroom Central has been a lifesaver for me! I had several students with no supplies at the start of the year and a new student last month who came with nothing. I was able to set them all up with notebooks, folders, and a pencil bag of everything they needed."

"Because of Classroom Central, I can supply my students with the never ending supply of pencils that they always need! Thank you!"

"When I was told there was a place that helped teachers with classroom supplies, I wasn't sure what to expect. What I've received from Classroom Central exceeded my expectations!"

"I love Classroom Central! They provide so many needed items, and a bunch of 'wants', that my students love! I look forward to going every single month."

"Classroom Central keeps my treasure box full of goodies for my kindergarteners, and so much more!"

"Classroom Central has helped me consistently have supplies for my students. Pencils are no longer a hill I'm willing to die on. I encourage all my coworkers to sign up and I volunteer to grab their bags when they can't make it!"

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

Remember, your support is crucial this year to help support the 38,000 newly eligible students in our districts. As our community expands, the demand in our region keeps rising, and Classroom Central relies on your support to ensure our eligible teachers and students can consistently depend on us.



Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120

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 italics 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.

Bonus Email: Partner & Vendor Email Template

One of the reasons we appreciate our partnership is that we share similar values behind our missions. As an organization, we value education and creating equity in our community. That's why *[company name]* supports Classroom Central, a nonprofit that serves and provides free school supplies to 156,000 local students.

Our partnership is valuable to us because of the work we accomplish and because education and promoting equity in our community are principles that both our organizations hold dear. This is why *[company name]* supports Classroom Central, a nonprofit that serves area teachers and students, fostering equity in the classroom by providing the free resources they need to succeed.

This summer, we're **PROUDLY** hosting a 9 School Tools supply drive to collect the highest quantities of the nine most needed school supplies for students. In our community, more than 54% of children live below the poverty line and can't afford the basic school supplies they need to participate actively in the classroom this fall. That means one in every two local students comes to school empty-handed.

Will you join us in support of Classroom Central by donating? *[For traditional drives, add details. For online drives, insert a link to your page.]* You can create a fundraising team for our company's online supply drive. *[insert link]*

Your support is more crucial than ever this year to help support the 38,000 newly eligible students in our districts. As our community expands, the demand in our region keeps rising, and Classroom Central relies on your support to ensure our eligible teachers and students can consistently depend on us.

Please consider donating to our fundraiser today: *[insert link]*

Thank you for your support and our continued partnership!



Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics 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 6: Wrap up & Thank you

Thank you for your support of our 9 School Tools supply drive to support Classroom Central! We were able to collect *[insert final counts]* school supply items 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.]

Ready to learn more about Classroom Central? Check out their monthly Show & Tell events, or consider volunteering in-person or remotely. There are numerous ways to get involved.

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

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics to your drive and organization.

Reference your Partner Media Kit for available social media graphics and imagery.

Announcing your drive

Instagram Captions:

1 in every 2 local students comes to school empty-handed. That's why we're hosting a school supply drive for @ClassroomCentral #9SchoolTools to make sure every student has the tools they need to succeed and feel confident in the classroom this year. *[Insert your school supply drive location or your online supply drive link]* #9SchoolTools #pencilsintopossibilities

Facebook Caption:

Join us in making a difference! We're collecting school supplies for Classroom Central's 9 School Tools this *[enter month/date]*!

Education is the key to unlocking a brighter future, and together, we can empower the 54% of students in our community who show up at school empty-handed in the fall. From pencils and notebooks to backpacks and glue sticks, every donation makes an impact! #9SchoolTools #pencilsintopossibilities

Here's how you can contribute:

1. Drop off your donations at *[location]* during our collection period.
2. Share this post to spread the word and encourage others to join our cause!
3. Tag friends who might want to get involved and help make a difference.

Twitter Caption:

We're hosting a #9SchoolTools supply drive for @ClassrmCentral to equip students in need and foster equity in the classroom. Will you join us? *[Insert your school supply drive location or your online supply drive link]* #9SchoolTools #pencilsintopossibilities

LinkedIn Caption:

Education is the foundation for a brighter future, and we believe that every student deserves access to the tools they need to succeed. That's why we're partnering with Classroom Central, an incredible organization dedicated to providing essential school supplies to students in need.

Starting *[date]*, we'll be collecting donations of school supplies to help bridge the educational gap. From backpacks and highlighters to notebooks and pencils, your contribution can make a tremendous impact on a student's confidence in learning. *[Insert your school supply drive location or your online supply drive link]*

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics to your drive and organization.

Reference your Partner Media Kit for available social media graphics and imagery.

Promoting your drive continued

Instagram Captions:

1 in every 2 local students comes to school empty-handed. That's why we're hosting a school supply drive for **@ClassroomCentral** **#9SchoolsTools** to make sure every student has the tools they need to succeed and feel confident in the classroom this year. *[Insert your school supply drive location or your online supply drive link]* #9SchoolTools #pencilsintopossibilities

Facebook Caption:

Join us in making a difference! We're collecting school supplies for Classroom Central's 9 School Tools this *[enter month/date]*!

Education is the key to unlocking a brighter future, and together, we can empower the 54% of students in our community who show up at school empty-handed in the fall. From pencils and notebooks to backpacks and glue sticks, every donation makes an impact! #9SchoolsTools #pencilsintopossibilities

Here's how you can contribute:

1. Drop off your donations at *[location]* during our collection period.
2. Share this post to spread the word and encourage others to join our cause!
3. Tag friends who might want to get involved and help make a difference.

Twitter Caption:

We're hosting a #9SchoolTools supply drive for **@ClassrmCentral** to equip students in need and foster equity in the classroom. Will you join us? *[Insert your school supply drive location or your online supply drive link]* #9SchoolTools #pencilsintopossibilities

LinkedIn Caption:

Education is the foundation for a brighter future, and we believe that every student deserves access to the tools they need to succeed. That's why we're partnering with Classroom Central, an incredible organization dedicated to providing essential school supplies to students in need.

Starting *[date]*, we'll be collecting donations of school supplies to help bridge the educational gap. From backpacks and highlighters to notebooks and pencils, your contribution can make a tremendous impact on a student's confidence in learning. *[Insert your school supply drive location or your online supply drive link]*

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics to your drive and organization.

Reference your Partner Media Kit for available social media graphics and imagery.

Promoting your drive continued:

Facebook/Instagram/LinkedIn Captions:

1. Did you know that 67% of our schools serve students from economically disadvantaged backgrounds? Many of these students lack access to essential school supplies. Join us in making a difference by donating to our #9SchoolTools supply drive for **@ClassroomCentral**. Together, we can ensure that every student starts the school year with confidence, empowering them to develop a lifelong love for learning.
[Insert your school supply drive location or your online supply drive link]
2. Support for this coming school year is more crucial than ever. With 37 new schools added to Classroom Central's eligibility list in 2023, an additional 38,000 students now rely on us for the essential school supplies they need to succeed. Your contribution can make all the difference.. Join our #9SchoolTools supply drive for **@ClassroomCentral** by donating at *[Insert your school supply drive location or your online supply drive link]*.
3. Empower students in need! Join our #9SchoolTools supply drive for **@ClassroomCentral**. Donate at *[location/online link]* to provide essential supplies for CMS students living below the poverty line. Let's level the playing field together!
4. Every student deserves equal opportunities to learn, grow, and succeed but not all have the necessary tools to do so. You can make a difference by donating the nine most-needed school supply items to our #9SchoolTools supply drive, supporting **@ClassroomCentral**. Help level the playing field by ensuring every student has the essentials they need. Join us by donating at *[physical location or online drive link]*.
5. Prepare local students for school by donating to our #9SchoolTools supply drive for **@ClassroomCentral**! Help by providing the nine most-needed school supplies. Donate at *[location/online link]*.
6. Support our #9SchoolTools **@ClassroomCentral** Drive! Donate school supplies at *[physical location or online drive link]* between *[drive dates]* to empower local students as they gear up for the first day of school.
7. **@ClassroomCentral** Supports 156,000+ Eligible Students. With 6 school districts to serve, we aim to equip each student with the necessary tools for success. Over 1,000,000 school supply items are needed to make this a reality. Join us in making a difference by donating to our school supply drive at *[Insert your school supply drive location or online supply drive link]*. Together, we can ensure that every student has the opportunity to thrive. #9SchoolTools

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics to your drive and organization.

Reference your resources for available social media graphics and imagery.

Promoting your drive continued

Twitter Captions:

- 1) Support students in need! Join our #9SchoolTools supply drive for **@ClassrmCentral**. Ensure every student starts the year confidently. Donate now at *[link]*. #pencilsintopossibilities
- 2) Support the 156,000 eligible students in need! Join our #9SchoolTools drive for **@ClassrmCentral**. Your contribution empowers them to feel confident in the classroom. Donate now at *[link]*. #pencilsintopossibilities
- 3) Help prepare local students for the new school year by donating school supplies for **@ClassrmCentral**! *[Insert your school supply drive location or your online supply drive link]* #9SchoolTools
- 4) Donate school supplies at *[physical location or online drive link]* for our **@ClassrmCentral** #9SchoolTools drive between *[drive dates]* to help develop a lifelong love of learning!



Wrapping up & thanking your donors

Facebook & Instagram Caption:

We're grateful for your support! Thank you for making a difference by donating to our #9SchoolTools supply drive to support **@ClassroomCentral**. Your generosity empowers students and ensures they have the tools they need to succeed. #9SchoolTools #pencilsintopossibilities

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! #pencilsintopossibilities

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central

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 italics 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 *[address]* on *[date]*!

Message:

Hi *[community name]* neighbors,

I am hosting a school supply drive this week at my house on *[street]* through *[date]*.
(Look for the big collection barrel!)

Your support is more crucial this year than ever before. Every November, we receive updated statistics on free/reduced lunch for the schools we cater to. Typically, there are a few schools that become eligible due to changes in student populations. However, this year is different. We have welcomed 34 newly eligible schools, and what's even more significant is the addition of 38,000 students who are relying on our support. This marks the largest increase in our 20-year history, with several schools that have never qualified or required our assistance before. To ensure we can adequately meet the needs of these additional students without compromising our impact on those already being served, we must obtain more essential supplies like paper and pencils, which are crucial for both students and teachers.

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 drop off supplies at my house or you can donate supplies virtually via the link to my online drive! *[Insert your online drive link.]* Any and all donations are greatly appreciated.

Thank you!

Have questions or need help? Contact Darden Blow
at darden@classroomcentral.org or 704.377.1740 ext. 4120



Classroom
Central