



## **TIPS FOR HOSTING YOUR SCHOOL SUPPLY DRIVE (for businesses or organizations)**

- Promote the opportunity to your employees/customers in the weeks leading up to the event. Utilize the promotional materials that are available on the Back to School FDL website under Publicity.
- Run the event for a week or more so that you provide your employees/customers with a better chance to participate.
- Incorporate the drive into existing events, especially company picnics and celebrations
- Consider offering special incentives to school supply donors (a chance to win gift cards, a casual dress day for participants, Pizza Party for groups giving the most items)
- Conduct a matching “gift” challenge where the company matches what was collected from employees.

### *At the conclusion of the drive:*

- Notify your marketing and communications department or personnel department to arrange for a photo of your employees with what was collected for the school supply drive. Submit a copy of the photo to the PR person at Back to School FDL for placement on their Facebook page.
- Celebrate the success of the event by promoting on your company’s Facebook page.

### *After the drive:*

- If possible, sort the supplies keeping like items together. Box or package in preparation for delivery to Back to School FDL collection site: Boys and Girls Club, 76 W. 2<sup>nd</sup> Street.