2020 Virtual and Product Supply Drive Tool Kit

Thank you in advance for your virtual collection efforts on behalf of Teachers’ Treasures. By coordinating a virtual supply drive, you will greatly contribute to our stock and, in turn, the classrooms across Marion County.

This Tool Kit is intended to set your organization up for a prosperous drive by sharing tips and tools to make the drive simple and successful. This Tool Kit includes the following items:

**Helpful Hints**
- Getting started
- Promoting your drive
- List of fundraising stats
- Promoting your drive – Virtual or Physical Supply
- List of Most Needed Supplies

**Social Media Samples**
- Event Hashtags and Who to Tag
- Tweet Templates
- Facebook Post Templates

**Templates for Promotion**
- Flyer for emails, bulletin boards, payroll/ mailbox stuffers, etc.
- Supply Bin Labels
- Initial email
- Reminder email
- Wrap-up/ thank you email

If you require further resources or have questions, please contact Margaret Sheehan at (317)264-1758 or margaret@teacherstreasures.org.
**Helpful Hints**

**Getting Started with the Gr8 Paper Push**

Before you get started, please do the following:

1. Email alicia@teacherstresasures.org if you would like us to create a team for your company with:
   a. Your 4x4 logo
   b. The correct company name you want shown as your Team
   c. Main contact email for your team

2. An email will be sent to that main contact to join the team.

3. Go to website: https://givebutter.com/gr8paperpush to find your team listed. Your team will have their own link to share that any contributions will be set to go to your teams tally. If you cannot find it reach out to alicia@teacherstresasures.org

4. Share this link with your team members: https://givebutter.com/gr8paperpush/join. Send through Facebook Group, GroupMe, ListServ, etc. They will be prompted to join the team when visiting the page and select the team from a drop-down to join.

**Promoting your Virtual Supply Drive**

**Before the drive:**
- Tell everyone about the drive.
- Send out an email announcing the kickoff.
- 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:**
- Make sure everyone knows how to get involved and to share on social media
- Create fun themes, such as “Casual Crayon Fridays” or “Hawaiian Shirt Day” 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.
- Watch the digital campaign page for updates and videos

**At the end of the drive:**
- On August 5th, there will be an all-day live feed with WISH-TV publishing content on the campaign page.
- A leaderboard will display which companies bought the most supplies, and a feed of donations and comments made by users!
- Teachers’ Treasures will share ways to continue support and thank companies, teams and individuals for their support!
Promoting your Physical Supply 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:**
- Place 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**
Once your school supply drive is complete, contact Margaret Sheehan at margaret@teacherstreasures.org or (317)264-1758 to arrange a day and time to deliver the items. You can also drop off the items at Teachers’ Treasures! If you have not visited the store, we would love to give you a tour!

**Most Needed School Supplies**
The supplies that teachers request the most includes, but is not limited to:
- Pencils
- Copy paper
- Crayons
- Office Supplies
- Filler paper
- Glue
- Hygiene Products
- Notebooks
- Backpacks
- Pencils
- STEM education
- Art Supplies
- Spiral Notebooks
- Sticky Notes
Social Media Samples

Event Hashtags and Who to Tag

Event Hashtag: #Gr8PaperPush

Who to Tag:

- **Twitter**: @WISH_TV, @TTIndy
- **Facebook**: WishTV, teachers.treasures
- **Instagram**: WishTV8, teacherstreasuresindy

Sample Tweets

- It’s time to head back to school! Join us in our Virtual School Supply Drive benefitting @TTIndy, and as part of @WISH_TV in their 6th annual #Gr8PaperPush! Learn how you can pitch in here: [https://givebutter.com/gr8paperpush](https://givebutter.com/gr8paperpush)

- Students and Teachers need your help to stay safe and healthy as they head back to school. Learn how you can help @TTIndy provide classrooms with product as part of @WISH_TV ‘s Virtual #Gr8PaperPush this year! [https://givebutter.com/gr8paperpush](https://givebutter.com/gr8paperpush)

- The #Gr8PaperPush is going virtual! @[your company] is putting out the call to support teachers and classrooms in need – learn how you $1 turns into $15 of school supplies @TTIndy here: [https://givebutter.com/gr8paperpush](https://givebutter.com/gr8paperpush)

Sample Facebook Posts (and Instagram)

- It’s time to head back to school! Join us in our Virtual School Supply Drive benefitting Teachers’ Treasures presented by WISH-TV in their 6th annual #Gr8PaperPush! The supply drive may look different this year, but hundreds of classrooms rely on this event to ensure students have the tools they need to succeed in every learning environment. This virtual drive allows you to buy supplies to distribute to teachers of students in need in Marion County. Learn how you can pitch in here: [https://givebutter.com/gr8paperpush](https://givebutter.com/gr8paperpush)

- Join [your company’s name] in a virtual supply drive for Teachers’ Treasures! Teachers’ Treasures serves hundreds of classrooms in Marion County and this back to school season students need supplies more than ever. The virtual drive allows you to buy supplies that will go directly to Teachers’ Treasures, and into classrooms that need them most. Learn how you can pitch in here: [https://givebutter.com/gr8paperpush](https://givebutter.com/gr8paperpush)
VIRTUAL SCHOOL SUPPLY DRIVE

Even though the way you give might look different this school year, your support still makes the difference for 100s of classrooms in Marion County!

$33 = 100 pencils
$25 = a backpack full of supplies
$100 = books for an entire classroom
$40 = Dry Erase Markers for a year

Pitch in here:
givebutter.com/gr8paperpush
Teachers' Treasures
Helping Teachers Help Kids!

SCHOOL SUPPLY DRIVE

DONATE HERE
Sample Virtual Drive Emails

Announcing your supply drive:

Suggested Subject: Virtual School Supply Drive for 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? Many students in the Indianapolis area are from homes below the poverty level, and they deserve to feel the same excitement about school.

They need your help.

Join the [your organization’s name] 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.

While we can’t physically bring in supplies this year, we can still help fill the need through a virtual supply drive campaign, to raise money for Teachers’ Treasures to purchase supplies for these classrooms. Here’s an example of what you can “buy” for this drive:

- $6 hygiene kit for a student
- $10 cleaning supplies for a month
- $25 a backpack full of supplies for a student
- $33 100 pencils

This will be a fun competition with other companies to see who provides the most school supplies from July 22nd - August 5th. A day full of live video and TV programming will take place on August 5th. The Gr8 Paper Push day.

There’s so many more examples of what teachers need and how Teachers’ Treasures fills that need through supply donation platform here: https://givebutter.com/gr8paperpush

Thank you in advance for your help!

A Reminder as your drive wraps up:

Suggested Subject: Donated school supplies yet? There’s still time!

Remember to contribute school supply donations for Teachers’ Treasures. Donations will be accepted through this campaign: https://givebutter.com/gr8paperpush until August, 5th 2020.
Thank you for helping [organization name] support children who would not have school supplies if it were not for the generous donors like yourself.

There are other ways you can help, by sharing the link on your social media with #[companyhashtag] to encourage friends and family to support these students.

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 Teachers’ Treasures [amount], which translates to [amount x15] of school supplies! These supplies will be distributed to teachers of those students in our community who are most in need.

Thanks for giving these students the tools to succeed in school!
Announcing your supply drive:

Suggested Subject: Bringing School Supplies 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? Many students in the Indianapolis area are from homes below the poverty level, and they deserve to feel the same excitement about school.

They need your help.

Join the [your organization’s number] 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
- Colored pencils
- Copy paper
- Crayons (24-pack)
- Filler paper
- Glue
- Pencils
- Pens
- Markers
- Spiral Notebooks

Donation bins are located [list locations] and will be up through [dates]. Monetary donations are also accepted. Simply write your check to Teachers’ Treasures and give it to [designated person]. Every $1 donated provides $15 of school supplies.

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 Teachers’ Treasures. 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 Teachers’ Treasures 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 Teachers’ Treasures [amounts of supplies]. These supplies will be distributed to teachers of those students in our community who are most in need.

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