



COLLECTION DRIVE TOOL KIT

This tool kit includes helpful tips to ensure your drive is a success. In 2022 SC4K served over 26,000 low-income students and over 2,700 teachers by providing over half a million classroom supplies and clothing items.

By hosting a drive, you will help us impact the school attendance rate and educational success of even more children this year.

The supplies that teachers request the most include:

1. Art supplies
2. Crayons
3. Glue sticks
4. Markers
5. Notebooks
6. #2 pencils
7. Earbuds
8. Socks
9. Hygiene Kits
10. Shoes



HELPFUL DRIVE HINTS

GETTING STARTED



Before you get started, consider the following:

ESTABLISH A DRIVE PLANNING TEAM

- Charge one or two people with the responsibility of leading the drive, coordinating promotion, monitoring collection boxes, turning in your donated items and communicating with the SC4K liaison before, during and after the drive. If students are involved, this can be a great leadership opportunity.

SET A GOAL

- Think big! Your goal should be based on the size of your group and each member's ability to donate.
- Determine what to collect during your drive:
 - Focus on 1 - 3 specific items, like collecting pencils, crayons, socks, etc. (Refer to list of most needed supplies listed on page 1.)
 - Collect new backpacks filled with the school supplies.
- Set a drive timeline. You can run your campaign for a day, a week, a month, a semester, or even year-round. We recommend 2-4 weeks.

Not everyone wants to shop - let your SC4K liaison know if you'd like a link to collect funds online!

SPREAD THE WORD

The key to running a successful drive is clear and frequent communication using your organization's key communication channels (newsletters, Intranet, Facebook, email list, etc.)

Before the Drive:

- Send out an email announcing the drive kickoff date.
- Distribute posters to your group or post them in high traffic areas.
- Let your community relations or public relations department know about the drive.
- Share suggested social media posts promoting the drive with your group.

During the Drive:

- Set up the drive box (provided by SC4K) in a high-traffic area & let your group know where it's located.
- Make sure everyone knows what supplies you've decided to collect.
- Keep participants informed by tracking progress and celebrating successes.
- Announce when the drive is reaching its end (**about one week prior**) for an extra boost.
- Invite your SC4K Liaison to make a presentation to your group (optional).
- Share suggested social media posts promoting the drive with your group.

MAKE IT FUN

- Hold a kick off event to build excitement for the drive.
- Turn your drive into a challenge between departments, grades or branches/divisions.
- Create fun themes, such as "Casual Crayon Fridays" to encourage and reward team donations.

CREATE INCENTIVES

- Entice people to donate by offering a raffle ticket and give away prizes like gas, restaurant or store gift cards.
- For workplaces, allow people who donate to "dress down" for a day or raffle off paid time off.
- For schools, reward the class or grade who collects the most donations with a pizza or ice cream party.



CELEBRATE YOUR SUCCESS

- Report the total number of socks and school supplies collected to your SC4K Liaison and your group.
- Thank your participants and ask them for ideas on what you can do better next time.
- Share your success stories with SC4K. Take a group photo near your collection box to share.

Once your drive is complete, email collectiondrives@sc4k.org to arrange a day and time to deliver the items.

Please let us know what worked for you so we can share your successes and grow our drive program. If you require further drive resources or have questions, please contact us.

Thank You!

SOCK & SCHOOL SUPPLY DRIVE FAQs

Q: What is the Sock & Underwear Drive?

A: A SC4K Sock & School Supply Drive is a drive to collect NEW socks and school supplies for children in need. Businesses, schools, civic organizations, and professional or religious groups can conduct drives within their organizations to collect socks, supplies and/or monetary donations.

Q: Who is Shoes and Clothes for Kids and whom do they help?

A: SC4K is the only non-profit organization in Greater Cleveland providing NEW shoes, clothes and school supplies free of charge to thousands of children in need. SC4K works through a partner distribution network of social service organizations located in areas with high densities of children living at or below 185% of poverty as well as schools where at least 60% of children qualify for free or reduced lunch.

Q: Why should my organization participate in the Drive?

A: The Sock & School Supply Drive was established to help SC4K keep up with the high demand for new socks and school supplies for school kids in poverty in Greater Cleveland. With more than 54% of children living in poverty in Cleveland, holding a drive through your organization will help ensure that local children receive the basics they so desperately need to increase their school attendance and academic success.

Q: How does SC4K distribute the items we collect?

A: SC4K distributes brand-new items year-round through an extensive distribution network of 27 social service partner agencies and eligible public, parochial and charter schools in Cuyahoga County.

Q: My organization used to host a drive for the Cleveland Kids in Need Resource Center... is this the same?

A: Yes! The Cleveland Kids in Need Resource Center became a program of SC4K in 2017.

