

A dark blue tag-shaped logo with a white heart icon at the top. The text "SHOES AND CLOTHES FOR KIDS" is written in white, bold, sans-serif capital letters. The background of the top of the page features a pattern of colorful icons (shoes, clothes, school supplies) in shades of green, orange, blue, and purple.

SHOES AND CLOTHES FOR KIDS

MORE THAN NEW OUTFITS
NEW OUTLOOKS

COLLECTION DRIVE TOOL KIT

Helpful tips to help ensure your drive is a success.

Thank you for hosting a drive to help Shoes and Clothes for Kids carry out our mission of breaking barriers to school attendance by providing new shoes, clothes, and school supplies for students in need. Because of donors like you, we are able to help more students start their day with confidence and new outlooks.

Help stock our shelves with the items we need the most:

A teal-colored clipboard with a white sheet of paper. The text on the paper is color-coded to match the items listed.

Winter hats & gloves
Hygiene products
Socks
Underwear
School supplies
Art supplies

HELPFUL DRIVE TIPS

READY, SET, COLLECT!

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. This can be a great leadership opportunity for young people.

Set a goal

- Think big! Set a goal that will challenge your group to make a real difference.
- Start by determining what you want to collect
 - You can set a focus on one or more items (Refer to our collection drive flyer to view most needed supplies).
 - Remember that collecting items before the season they are needed is most helpful
 - Set a timeline for your drive. You can run your campaign for a special day, a holiday, or even a semester! We recommend a minimum of one month.

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



Spread the word

Clear and frequent communication helps create a successful drive. Use a combo of communication channels (flyers, email, socials, etc.)

Before the drive

- Send an email announcing the drive, drive dates, and where to place donated items
- Distribute flyers to your group or post them in high-traffic areas
- For online gifts, personalize your fundraising page with details about your drive

During the drive

- Share suggested social media copy and posts to make promotion easy
- Keep participants informed by tracking progress and celebrate successes
- Send a reminder towards the end of your drive for a final push

After the drive

- Celebrate your success
- Thank everyone who participated
- Share the results with your participants and ask for feedback about the drive
- Share a photo of your final collection on social media and tag SC4K

Make it fun

- Hold a kick-off event to build excitement for the drive
- Turn your drive into a fun competition between departments, grades, or branches/divisions
- Create a fun theme for your drive

Create incentives

- Encourage participation by offering an incentive (raffle ticket, prize, etc.).
- For workplaces, offer employees the ability to dress down or earn paid time off
- For schools, reward the class that collects the most items with a pizza party or ice cream social

Celebrate your success!

- Report the total number of items you collected to your SC4K liaison and your group
- Share the winning team or individual if you ran a contest
- Share any success stories or photos with SC4K at collectiondrives@SC4K.org

Once your drive is complete, email collectiondrives@SC4K.org to arrange a day and time to deliver the items to **SC4K at 15500 South Waterloo Road in Cleveland**. Please share what worked for you so we can improve and grow our collection drive program!

If you require further drive resources or have questions, please contact us. **Thank you!**

COLLECTION DRIVE FAQs

What is Shoes and Clothes for Kids?

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.

How does SC4K distribute the items we collect?

The items you collect will stock the shelves of the SC4K Free Store, which operates through three main programs. Our Legacy Program provides items to a network of non-profit agencies located in the communities in Greater Cleveland with the greatest need. Our Teacher Resource Center provides free school supplies and classroom resources to teachers in eligible schools throughout Cuyahoga County. Our new Direct Service program serves families who are referred to SC4K by the Community Resource Center and its partner organizations.

Who does SC4K serve?

SC4K primarily serves school-aged children in Cuyahoga County whose families live at or below 200% of the Federal poverty line.

I have items that are gently used. Will you take those?

SC4K only distributes new items to the children we serve. Therefore, we do not accept used or gently used items. Providing only new items helps the students we impact face the day with pride, confidence, and self-esteem.

How does a teacher qualify to shop in your store?

The Teacher Resource Center serves full-time educators who work at eligible schools where 60% or more of the students enrolled qualify for free or reduced lunches. To qualify for its teachers to shop, a school must appoint an SC4K Teacher Ambassador who serves as a liaison and fulfills other duties for SC4K. Learn more at SC4K.org/for-teachers.

How else can we help SC4K throughout the year?

As a non-profit organization, we rely on the generous support of our community to carry out our mission-driven work. Donations and volunteers are critical to the operation of SC4K. Volunteer as an individual or group to experience our mission first-hand. Regular or one-time opportunities are available. You can also attend a fundraising event, make a financial contribution, or host a future collection drive within your community. Learn more at SC4K.org/get-involved.

MY COLLECTION DRIVE

VISION SHEET

Possible drive team members:

1. _____
2. _____
3. _____

Possible drive dates:

_____ through _____

Ways to promote our drive:

- | | | |
|---|---|--|
| <input type="checkbox"/> Post flyers in high traffic areas | <input type="checkbox"/> Social Media | <input type="checkbox"/> Website |
| <input type="checkbox"/> Email mentions | <ul style="list-style-type: none">▪ Facebook▪ LinkedIn▪ Twitter▪ Instagram▪ YouTube | <input type="checkbox"/> Company/Organizational Meetings |
| <ul style="list-style-type: none">▪ Kick off message▪ Updates during drive▪ Share results | | |

Potential collection box locations:

1. _____
2. _____
3. _____

How can we make our drive fun?

Drive Goals:

Why are you doing this drive? _____

How many items do you want to collect? _____

How many participants will take place? _____