



School Supplies Projects

- Organize a Back to School Supply Drive (details below)
- Collect hygiene/first aid products for the local school
- Conduct a shoe/sock/underwear/jacket drive for the students of schools with the greatest needs
- Pack food backpacks for weekends or during school vacations for kids with the greatest needs

Back to School Supply Drive

WHAT: The Back to School Drive is an annual Business Voices® campaign sponsored by the BNI Foundation. It is open to all groups, regardless of their affiliation with BNI. The Back to School Supply Drive brings businesses together to support our deserving teachers and underserved children.

WHY: Did you know most teachers are expected to cover the costs of their classroom needs and to alleviate that need by requiring students to bring some items themselves? Each year, schools provide children and parents with a list of school supply needs. The costs for these supplies range from \$30 to over \$100 per student, especially when it includes specialized calculators. Many families cannot afford to purchase these supplies. It often falls on the teachers to ensure that children have the supplies they need.

Most teachers spend between \$500 and \$1,000 or more out of pocket for school supplies. Rarely do schools provide any supplies for teachers.

WHEN: It is our practice to hold the Back to School Drive prior to back-to-school; however, many teachers have expressed more needs in the middle of the school year, when parental support dwindles. Watch our Facebook page for an announcement. You are free to hold a second school supply event after the mid year break for additional, much appreciated support.

HOW AND WHERE: There are several ways to conduct a Back to School Supply Drive.

Fill My Ride

One way is our Fill My Ride event. To conduct a Fill My Ride event bring your car, or several cars/SUVS/trucks, to your local office supply store, place of business or community center and request donations from BNI members and the public for the most needed school supplies for teachers. You can also collect donations at each chapter meeting for one month prior to the event and have one representative bring their box to you at the Fill My Ride event.

Here are some important tips/suggestions to increase the success for Fill My Ride events:

1. Choose your non-profit organization or school for the school supply donations.
2. Get approval from the appropriate authority to hold the supply drive.
3. If you are shopping for certain grades or classrooms, get a list of all school supplies needed. Most schools have these online.
4. Choose your pick-up location and time for the event at least one month ahead of time.
5. Contact the selected location prior to the event to confirm the event date and time.
6. Make flyers and posters prior to the event. Obtain appropriate marketing logos from the organization/school for the drive.
7. Determine who will bring the vehicle(s) to collect the school supplies.
8. Schedule a time to deliver the school supplies to the organization/school.
9. If the event location is an office supply store:
 - Prior to starting the event, ask the store manager if you can put flyers at each checkout stand and if the checkout stand person can ask every customer about donating to the Fill My Ride school supply drive.
 - Ask the manager to make periodic announcements, or allow you to make the announcements, about Fill My Ride during your time in front of the store.

- Have some school-age specific suggestions printed up on a small shopping list (1/3 sheet of paper) to hand customers as they enter the store with our logo and marketing info on it.
- Don't be shy . . . ask everyone approaching the door if they would consider adding one small item to their shopping cart to help to Fill My Ride with School Supplies - people LOVE it!
- Try to take advantage of any sales and deals the store may be offering.

10. Park your SUV in front of the location with a poster or the vinyl clings and flyers to give to curious shoppers.

11. Ask all members and directors who come out to wear their badges and bring business cards.

12. Be ready to accept some cash donations and gift cards.

13. MAKE NOISE AND TAKE PHOTOS. Have fun, cheer, high-five and shout out loud when someone makes a donation to your ride.

- Take photos of the participants who will let you.
 - Take some short video clips.
 - Live Tweet.
 - Film some Facebook Live footage.
 - Send all medial to the BNI Foundation via this form.

14. If you have contacts with local media, invite to keep the buzz high!

FINE PRINT: Please be sure to notify the manager of the store where you plan to hold your event. It is important to have approval from the store manager. This is a great way to promote the local store, especially if you are able to have the local news media capture some footage for the local evening news.

Adopt a Teacher/Personal Shopper

This approach pairs various business owners with a specific teacher or teachers to purchase all their needed school supplies. This adds great excitement and is very rewarding for the business owners! If you do this, you will need to:

1. Choose what school you are collaborating with for the event.
2. Get approval from the appropriate authority to hold the school supply drive.
3. Determine parameters for the event. For example, you may offer the personal shopper element to the first ten teachers who come to the store from the school or you may be able to

offer the element to all teachers from the school who come between a specific timeframe. Get specific.

4. Choose your school supply drive location.
5. Determine the time and date of your event.
6. Let your school contact know the specifics – when, where, how- via flyer.
7. Ask all members and directors who come out to wear their badges and to bring business cards.
8. MAKE NOISE AND TAKE PHOTOS.
 - Take photos of the teachers who will let you.
 - Take some short video clips.
 - Live Tweet.
 - Film some Facebook Live footage.
 - Send all media to the BNI Foundation via this form.
9. If you have contacts with local media, have them invited to keep the buzz high!

Backpack Drive

Yet another back to school drive option is a Backpack Drive.

1. Choose your non-profit organization or school for your backpack drive.
2. Get approval from the appropriate authority to hold the drive.
3. Determine a number goal for your drive. How many backpacks do you hope to fill? Will there be a member challenge? Make this fun for your chapter!
4. Determine the timeframe for the backpack drive.
5. Determine the logistics of the backpack drive. Who will collect them during the timeframe? What is the delivery date and time to the school/organization?
6. Determine who will supply the backpacks – members, directors, chapters, donated by an organization. Please specify the color/type of backpack needed if purchased.
7. Get a list of the school supplies needed to fill the backpacks. Most organizations and schools will have lists online or will be able to give you a list.

8. Get a flyer and email with all the details out to your chapter members. Make announcements about the drive during your BNI meeting.
9. When you deliver the backpacks, **MAKE NOISE AND TAKE PHOTOS.** Have fun, cheer, high-five.
 - Take photos of the teachers and children, if permitted.
 - Take some short video clips, if permitted.
 - Live Tweet, if permitted.
 - Film some Facebook Live footage, if permitted.
 - Send all media to the BNI Foundation via this form.

Event Flyer Template

Download this flyer template in MS Word format [here](#).



Headline



MONTH

31

Event Name

Location 5pm to 8pm

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CONTACT: NAME 000-000-0000