



Are you interested in setting up your own donation drive to support Lifeline Community Services? This planning kit will assist you in coordinating an easy and successful drive. Donation drives organized by businesses, associations, churches, schools and other groups are critically important to the work that we do with vulnerable clients in need of basic necessities. If you have any specific questions, please contact us at [give@nclifeline.org](mailto:give@nclifeline.org)

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**TO PARTICIPATE IN THIS YEAR'S BACK TO SCHOOL DRIVE:**

***There are three ways you and your friends, family, co-workers, etc. can help:***

1. Online Donations: <https://lifelinecs.org/backtoschooldrive>
2. Amazon Wish List: <https://tinyurl.com/y9u6rspx>
3. Box or Bin at your home or at a prominent location

***How to Host Box or Bin:***

- 1) Contact Anabel Melo at North County Lifeline, [give@nclifeline.org](mailto:give@nclifeline.org) / 760-842-6254 to **sign up**. She can also provide extras of the following:
  - a. Electronic files or hard copies of posters or fliers to decorate your box/bin.
  - b. Branded graphics and logos to allow personalization of marketing materials
  - c. Swag (limited quantities available) to give away to donors when they drop off.
  - d. Electronic or hard copies of QR code for the donation form that each donor has to fill out when they drop off their backpack/supplies. This allows Lifeline to thank your donors and to ensure that they receive credit for their donations.
- 2) Select a place in a prominent location preferably with lots of foot traffic at your place of business, church, community center or your neighborhood.
- 3) Decorate the box. Make the drop-off location area exciting (add balloons, streamers, bright signage, etc.) Smaller sized boxes/bins, as well as clear/see-through boxes/bins give the appearance of “fullness”. A box/bin that appears full is more likely to entice donors to give even more than a sad, empty box. You can replace with a bigger box as you receive donations.

Below are some examples of boxes/bins:



- 4) Prepare and forward an e-blast to your family, friends, co-workers, neighbors, and anyone you think would like to participate. Let them know they can purchase a backpack and/or supplies or they can make a donation online or buy supplies from Amazon's Wish List. You can begin letting people know on **July 10<sup>th</sup>** that the collection dates are from **July 12 through August 2**.
- 5) Continue to spread the word, with updated e-blasts and social media and drive traffic to your box and Lifeline's website and Amazon account (Lifeline will prepare these items, all you have to do is forward and share). Encourage everyone in your circle to also promote the opportunity to colleagues and peers before and during the weeks of the drive.
- 6) As donations are received, make sure donors are filling out the donation form. And if you picked up Lifeline swag items, feel free to give them something as a token of our appreciation. Take time to run through the donations to sort and organize for easy transportation. Consider taking photos of mounds of supplies as a way to give updates on how your drive is going and encourage more people to donate.
- 7) Deliver backpacks and supplies to Lifeline at 200 Michigan Avenue, Vista, CA 92084 no later **than Wednesday, August 2**. Feel free to deliver as a group, we are happy to take pictures, post on social media, provide any type of celebratory announcement to designate the end of a successful donation drive!
- 8) Backpacks will be distributed to Lifeline clients across all programs on Friday, August 4<sup>th</sup>, one week before the start of school. Lifeline will provide a one-page stewardship report by the end the month with pictures and updates on the success and distribution of backpacks.

Sample email to send to family and friends  
Feel free to copy and paste, personalizing it to your liking.

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Dear friends and family,

Summer is in full swing! But we know that soon families across San Diego County will begin to think about the upcoming school year. For many students from low-income families having the necessary supplies at the beginning of the school year helps to remove barriers to learning.

As you may know, I am a supporter of Lifeline Community Services, and I am committed to helping Lifeline help hundreds of youth and young adults in all of our community-based programs start the year off right.

Will you please help me help youth and family by participating in the backpack drive I am hosting at my home/office?

It's easy to help, just drop off a new backpack and/or school supplies as shown on the [attached](#) Back to School flyer, **now through August 2**.

Or if you prefer, you can help us this year by [donating online](#) or shopping from Lifeline's [Amazon Charity List](#). **Call or email me if you have any questions.**

Thank you in advance for your generosity. Lifeline and I appreciate you.



Resilient Youth  
Strong Families  
Community Partners  
Self-Reliance

Lifeline's mission is to build self-reliance among youth, adults, and families through high-quality, community-based services.

Support **Lifeline's** Annual



# Back to School Drive

Help low income families in SD County start the school year off right!

Drop off at this location from July 19 - August 2

**Select** a grade level. **Purchase** a new backpack. **Fill** it full of these suggested supplies:

## Elementary

- backpack
- pocket tissues
- pencil case/pouch
- glue sticks
- all purpose glue
- pencils
- washable markers
- ruler
- scissors
- crayons

## Middle/High School

- backpack
- pocket tissues
- spiral notebooks
- college ruled paper
- pencil case/pouch
- blue/black pens
- highlighters
- ruler
- scissors
- glue sticks
- binder
- pencils

can't fill a backpack?  
any assortment of these  
supplies are welcome!



Would you like to make an online donation instead? Scan this QR Code to be directed to our website. Thank you for your support!

