



## **Helpful Tips for Launching a BTS Drive**

Many people will participate in your Drive if you clearly communicate that they are part of a Bay Area effort to help disadvantaged children receive much-needed school supplies and backpacks.

### **Companies and Organizations**

- At a company/organizational-wide meeting, make an announcement. Follow up with an email sent with your VGT link. Send reminders periodically with the VGT link and an update on goals. You can even include comments left by participants.
- Set up your display and/or collection box in a common area at your company or organization. Consider displaying tags by hanging them on the collection boxes with paper clips. Display the poster (with dates and locations filled in), and Backpack Guidelines on wall near or behind collection box
- If your company has a spring/summer annual party or picnic planned, make the BTS Drive a focus at the event. Some companies may wish to purchase items to be raffled at the event. Set up a table to sell and collect raffle tickets. Collection boxes also double as great displays, along with colorful signage; just place one or two boxes near the table to distinguish it as the place to purchase tickets.

### **Families and Friends**

- Neighborhood picnics or block parties are always a lot of fun during the summer. Organize a group of friends and/or family to participate with the understanding that they will have the opportunity to help disadvantaged children receive the necessary school supplies required for STEAM education. Have a table at the event with backpacks tags and use a colorful collection box as a display (available at pick-up sites or the FGT office). Don't forget to include important dates like: collection day/time and warehouse drop off day/time.
- Throw a party using the backpack tags as part of the invitation. This could be a summer BBQ, cocktail party, theme party or a birthday party. Prior to sending the invitation, send an announcement or call friends and family members informing them that you are throwing a party and need their help to send disadvantaged children to school with much-needed school supplies. Using the backpack tags as the invitation, mail or hand them out to your group asking them to bring supply-filled backpack to the party.