2025 Holiday Fundraiser Drive Toolkit

You make big things happen.

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Treehouse

Treehouse

How to Host a Fundraiser Drive

Fundraiser drives help fill the Treehouse Store and support our programs statewide.
Your support helps make big things happen for youth in foster care.

How to host:

1. Fill out the fundraiser drive sign-up form.
2. Check your email for a link to your generated fundraiser drive page.
3. Log in to your fundraiser drive page. (You may need to reset the password to your page in order to sign in.)
4. Click the "Manage" button in the top right corner of the page.
5. Personalize your fundraiser drive page.
6. Choose your strategy! Will your drive focus on collecting a single item from the Supply Needs list or will you collect a variety of items on the Supply Needs list?
7. Promote your fundraiser drive! See tips on pages 4 and 5.

How to promote:

1. Customize your fundraiser drive page by adding your own message and photos.
2. Share your fundraiser drive page! Use our Printable Engagement Tools, Social Media Tools, Email Template, and Talking Points for Hosts to make your fundraiser drive successful.

Donation Drop-Off and Store Tour Days:

- Monday, November 18, 11 a.m.–7 p.m.
- Monday, November 25, 11 a.m.–7 p.m.

Once your drive is complete, schedule a drop-off.

Questions? Contact **Drives@treehouseforkids.org** or 206.498.3910.

Treehouse

Supply List

Please donate new, trendy items for youth in foster care.
Critically needed items are in bold.

Clothing

Infant & Toddler

- **Cotton long-sleeve pajamas**
- **Jeans (Toddler only)**
- Short- & long-sleeve tops (Toddler only)
- **Sweatpants & leggings (Toddler only)**

Children's (Boys & Girls)

- **Cotton short- & long-sleeve pajamas**
- **Hoodies & Sweatpants**
- **Jeans**
- **Short- & long-sleeve tops**
- **Socks**
- **Underwear (boys & girls)**

Teens', Men's & Women's

- **Light coats**
- **Long-sleeve shirts**
- **Short-sleeve graphic tees**
- **Pajamas**
- **Sweatshirts & sweatpants**

Toys & Gifts

Toys

- Action figures
- **Arts & crafts sets**
- Barbie sets
- Kids Lego sets (less than 600 pieces)
- **Sports balls (soccer & basketball)**
- **STEM sets**
- Squishmallows

Teen Gifts (13+)

- Bluetooth speakers
- Fragrances (Men's & Women's)
- **Large Lego Sets (600+ pieces–superheroes, Marvel, Disney, flowers)**
- **Noise-cancelling Bluetooth headphones**
- Smartwatches
- Wallets

Hygiene

- Bar soap
- **Body wash** (**kids'** & adults')
- Deodorant
- Kid's toothpaste & toothbrushes
- **Menstrual products**
- **Shampoo & conditioner sets** (**kids'** & adults')

Your community can participate no matter where they live!

They can shop our **DreamList** or **Amazon Wishlist** and have it sent directly to the Treehouse Store.

Questions? Contact **Drives@treehouseforkids.org** or 206.498.3910.

Treehouse

Printable Engagement Tools

Use the following tools to promote your fundraiser drive!

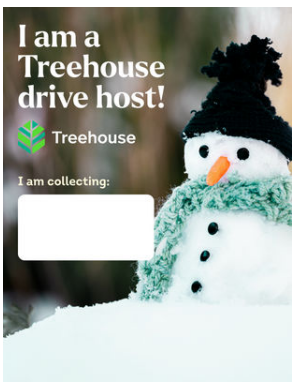
Treehouse Logo

Download the Treehouse logo and put it on your promotional material.

Treehouse

'I am a Drive Host' (8.5"x11") Poster

Print and display the poster somewhere visible so your community knows donations will be going to support youth in foster care!



Holidays Drive Poster (17"x11")

Print the poster and display to advertise your fundraiser drive.

Donation Tags

Print the donation tags. The file is set up for double-sided printing. Display these somewhere visible to encourage donations!

Questions? Contact **Drives@treehouseforkids.org** or 206.498.3910.

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Social Media Tools

Social media is a great way to share your fundraiser drive! There are two ways you can do that:

1. Post on your social media accounts.

Post photos, videos, and more to encourage your community to participate. Include a link to your fundraiser drive page.

2. Reshare Treehouse's posts.

Share the Treehouse holiday posts on your social media accounts. Don't forget to add a link to your fundraiser drive page, too!

Suggested copy for social media:

Join me in supporting [@treehouseforkids / @treehousefostercare / @treehousetweets] and youth in foster care. Every donation, big or small, makes a huge impact. Your contribution helps provide new clothes, school supplies, educational resources, and essential support to kids across Washington state.

[Give details for your drive and/or add a link to your donation page here.]

Message any of the Treehouse social media accounts at any time to get advice on how to promote your fundraiser drive online!

Don't forget to tag Treehouse!

- @treehouseforkids
- @treehouseforkids
- @treehouseforkids
- @treehouseforkids

Suggested hashtags:

#TreehouseFosterCare
#LittleThingsMakeBigThingsHappen
#TreehouseFundraiserDrive

Links to share:

- Foster Care Facts
- Meet Lexie
- Meet Lupe
- Meet Mapenzi
- Meet Michael
- Meet the Treehouse Class of 2025
- Supporting College Bound Students in Graduation Success

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Email Template

Edit copy as needed to best communicate with your network.

Dear **[Friend's Name]**

In honor of the holidays, I'm finding ways to give back to our community, I'm starting a fundraiser drive for Treehouse, Washington State's leading organization that ensures all youth in foster care have the educational opportunities they need to thrive.

Treehouse offers both educational support and access to material resources, because it's hard to think about grades if your needs aren't being fulfilled.

Fundraisers like mine will ensure that Treehouse can continue to serve over 5,000 children, youth, and young adults annually. It's especially important now, because they are one of the organizations that lost funding in the 2025 state legislature decisions.

Here's how you can help! Donate to my fundraiser at **[Your Page Link]** .

Join me in spreading more cheer this holiday season!

[Your Name]

Questions? Contact **Drives@treehouseforkids.org** or 206.498.3910.

Treehouse

Talking Points

Treehouse partners with youth in foster care by providing:

- Clothes, toys, school supplies, hygiene items, and more
- Weekly one-on-one academic support for students from 9th–12th grade
- Advocacy skills to youth and caregivers for youth K–12
- Funding for identity-developing experiences like summer camp, sports, and more
- Funding for driver's ed, licensing fees, car insurance, and more

2024–2025 Impact

130+
graduates during the 2024-2025 school year

1,442
young people served by Graduation Success

1,140
youth had education barriers removed

539
young adults received post-secondary support

State Budget Cut Outcomes

$7.4M
cut from the annual Treehouse operating budget

~400
students no longer receiving one-on-one high school support

~85%
of our operating budget now comes from individuals (compared to 60% before the cuts)

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