

Drive toolkit

Dear _____,

Thank you for rallying your network to support youth in foster care!

To help you get started and have a successful donation drive, this toolkit includes:

- [Tips for hosting a donation drive](#)
- [A wish list](#)
- [A sample email](#)
- [Sample social media posts and inspiration](#)
- [Instructions for obtaining a donation receipt](#)
- [Treehouse overview and logo](#)

Your donations will support youth in foster care as they prepare to head back to school. This season Treehouse's goal is to ensure that every high school student in foster care has the clothing, school supplies, and resources they need to return to school confident and ready to learn. Donated items from the wish list are distributed to youth through Treehouse's free store. Monetary donations help cover expenses for extracurricular and enrichment activities that help students connect with peers and explore interests, like playing a sport or learning an instrument.

I am here for you each step of the way to make hosting a drive a fun and easy way to support youth in foster care in our community.

Thank you again for bringing your network together to support youth in care! If you have any questions, please reach out to me any time.

With appreciation,

Marc McCord

Community Engagement Officer

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Tips for hosting a successful drive

1) Set up your donation drive online

- ✔ Visit treehouseforkids.org/bts and follow the instructions to sign up as a donating drive host. This link will walk you through creating a page, setting goals, and provide you with a link to your drive for you to share.
- ✔ What inspires you? Is it ensuring all youth in foster care have a complete outfit for their first day of school? Or ensuring 50 youth have durable backpacks filled with school supplies? No matter what it is, sharing your goal with your community will inspire them to support youth in foster care.

2) Spread the word

- ✔ Use social media to boost your drive. Treehouse will often like/comment on posts that we are tagged in!
- ✔ Send an email to friends, family, and co-workers highlighting the essential needs of youth in foster care. Tell them about your drive and encourage everyone to buy some school supplies or make a monetary donation. Examples are in the following pages.
- ✔ Incentivize your drive participants – consider some friendly competition or a prize!
- ✔ Getting your coworkers involved? Share about your drive in staff newsletters or meetings.

3) Finish your drive

- ✔ Close your drive and thank your friends! People love to hear about their impact. Let your network know how much they helped.
- ✔ Collect any item donations? We have prepared supply lists with the specific items Treehouse needs for youth in foster care as they prepare to go back to school. *High quality, new items only!* High quality school supplies help provide a sense of dignity and make it easier for youth in care to feel like they fit in. This list can be found in the following pages.
- ✔ Follow this link to get a receipt for goods donated: treehouseforkids.org/in-kind.

Sample Email

To: Co-workers; Friends; Family

Subject: Join me in supporting youth in foster care

This summer I'm collecting donations for youth in foster care, and I hope you'll join me! Treehouse is a nonprofit organization that supports youth in foster care through high school graduation and a successful transition to adulthood. Like any other students, youth in foster care do better in school when they have the school supplies they need and clothes that make them feel comfortable and confident. Treehouse provides clothing, school supplies, and funding so students can participate in things like sports and music lessons. Please join me in supporting our students in foster care! Here's how you can help:

- Purchase an item from [this Amazon wish list](#) and it will be delivered to the Treehouse Store.
- Make a monetary donation to Treehouse - <https://engage.treehouseforkids.org/BTSDrives>. *(or insert your custom donation page URL)*
- Post about my drive on social media or forward this email along to a friend!
- *(If collecting donated school supplies – don't forget to include the wish list!)* Buy purchase school supplies from the wish list below and drop them off at **[location]** by **[date]**.

Please submit all donations by **[your end of drive date here]**.

Thank you!

[Your name here]

Sample Social Media Posts

Facebook: The transition back to school can be difficult, especially if students don't have the tools to succeed in the classroom. Help me to ensure that youth experiencing foster care have the school supplies, new clothes, and other essentials they need to thrive! Support my donation drive! [\[Insert link to your donation page\]](#)

Instagram: I'm collecting donations for @treehouseforkids to give youth in foster care the support they need for a successful return to school. Support my drive and donate today!
[\[Insert link to your donation page into your Instagram profile\]](#)

Twitter: I'm collecting donations for @TreehouseTweets to send youth experiencing foster care back to school with the essentials they need. Click here to donate: [\[insert link to your donation drive page\]](#).

Stories to Inspire:

Each story's title links to Treehouse's original blog post.

[Meet Treehouse's Class of 2021](#)

By Linsey Hunt, Marketing & Communications Intern

[Treehouse Adapts During Pandemic](#)

By Catherine Krummey, Treehouse Marketing and Social Media Manager

[Finishing the School Year with Graduation Success](#)

By Linsey Hunt, Marketing & Communications Intern

Videos to Share:

[Meet 3 Sisters in Graduation Success, and Sherry Edwards, their Education Specialist](#)

[Meet Karla, Treehouse Caregiver](#)

Do you have photos of your donation drive progress?
We'd love for you to share them with Treehouse!



Back to School Wish List

- Backpacks (Jansport, Adidas, Puma, Nike, Disney, Marvel, etc.)
- Lunch boxes
- Highlighters (multi packs preferred)
- Sharpies (packs of 2 or 3)
- Dry erase/expo markers
- Elmers glue (bottled glue and glue sticks)
- Pens (blue, black and red ink)
- Mechanical pencil packs
- Pencils (normal wooden #2 pencils)
- Colored pencils (Crayola brand preferred)
- Markers (Crayola brand preferred - normal/fat tip preferred over fine tip)
- Crayons (Crayola brand preferred)
- Erasers (handheld and pencil topper combo pack preferred)
- Pencil sharpeners (handheld)
- Composition notebooks (college ruled, wide ruled and graph paper all needed)
- Wide ruled spiral notebooks
- College ruled spiral notebooks (**multi subject notebooks preferred**)
- Filler paper (wide ruled, college ruled and graph paper)
- Index Cards (lined and unlined)
- Binders (1", 2" and 3" needed)
- Basic calculators
- Art sketch pads
- Kids washable paint (Crayola brand preferred)

About us

Our Mission: Giving Foster Kids a Childhood and a Future

We envision – and strive to create – a world where every child who has experienced foster care has the opportunities and support they need to pursue their dreams and launch successfully into adulthood.

Our Goal

By 2027, 90% of youth who have experienced foster care across Washington State will complete high school, with support and a plan to transition into independence.

We serve 7,500+ youth annually

Treehouse serves more than 7,500 children, youth, and young adults in foster care throughout Washington State each year, helping them succeed in school, meet key material needs and experience important childhood activities that every child deserves.

The Challenges

Youth in foster care are outperformed by their peers across all academic benchmarks. Inadequate resources, disruptions from school and home placement changes, fractured relationships, and the lasting impact of childhood trauma are all barriers to academic success.

In Washington State only about half of youth in foster care graduate from high school on time.

Foster Care Facts

- The average youth in foster care changes placements three times, and with each move, they lose four to six months of academic progress.
- Only about half of youth in foster care graduate from high school in Washington State.
- Within 18 months of aging out of the system, 40-50 percent of youth in foster care become homeless.

Our Impact

Treehouse is dedicated to closing the opportunity gap between youth in foster care and their peers.

By providing our students with academic and other essential support that all kids need to succeed, we've watched them become more self-determined and invested in their education than ever before.

And despite the challenges our students face in foster care, their graduation rates are on the rise.

More info at treehouseforkids.org



treehouse™

giving foster kids a childhood and a future