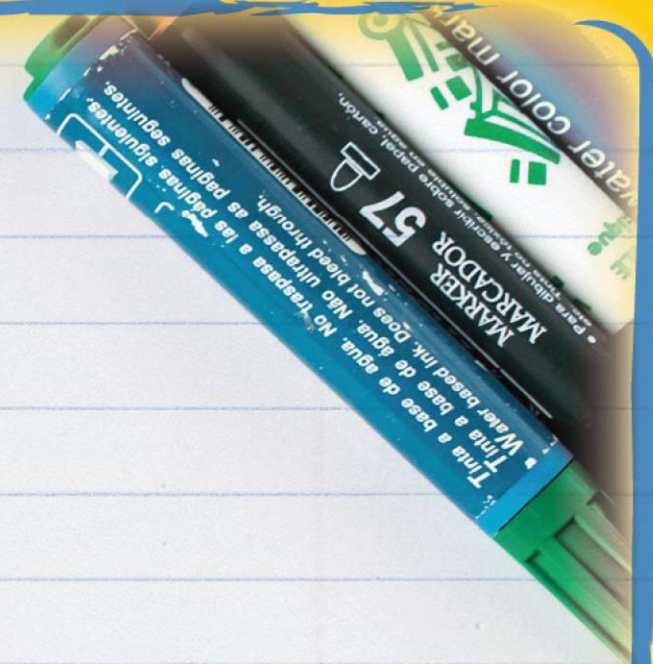


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# Today's Driver

Proudly Sponsored By:



**Jessica Hannah**  
Director of Donor Relations

210-520-8440 ext. 230  
[jhannah@cissa.org](mailto:jhannah@cissa.org)







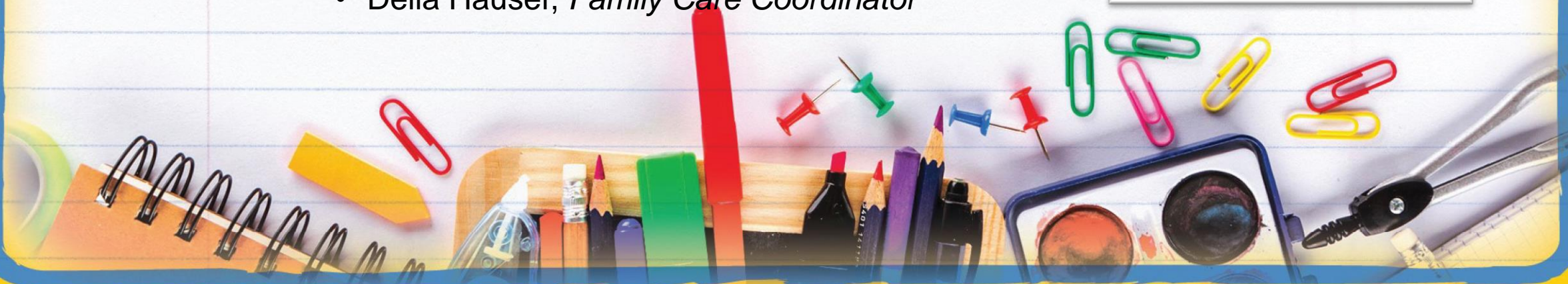
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## Helping Here.



- Jenee Margo Gonzales, *Chief Development & Comms. Officer*
  - Melissa Kazen, *Executive Vice President*
- Megan Coldewey, *Marketing & Communications Coordinator*
  - Ilsa Garcia, *Community Initiatives Coordinator*
    - Barbara Bryan, *Field Manager*
    - Sabrina Donatto, *Field Manager*
  - David Gauna, *Data/ IT Support Manager*
  - Delia Hauser, *Family Care Coordinator*







# Today's Road Map

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- Stuff The Bus Overview
- Our 2023 Goal & Route
- The Fundraising Toolkit & FAQ's
- Getting Creative To Accelerate Your Efforts
- A Trip to Our Fundraising Page
- Questions



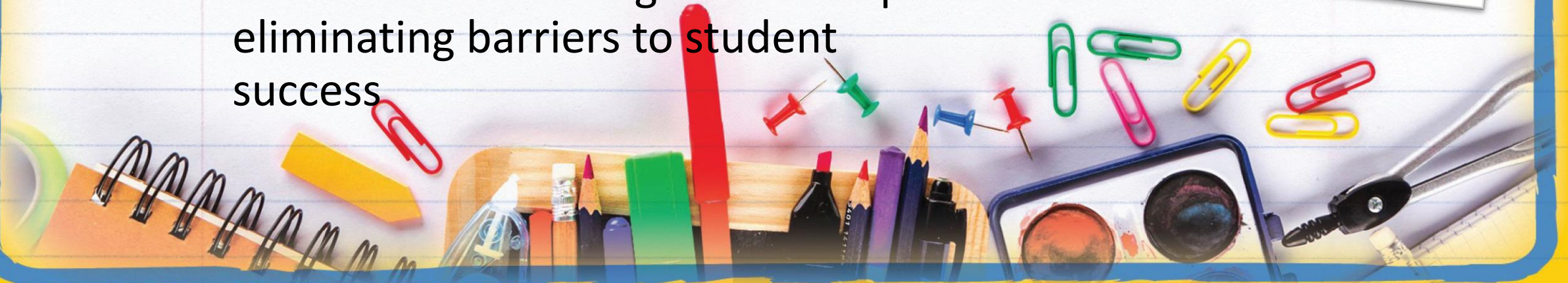




## First, A Little About CIS-SA

- A national non-profit, serving locally over 160 schools in San Antonio and the surrounding areas
- Largest behavioral health provider in Texas
- Dedicated to building relationships & eliminating barriers to student success

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# What is Stuff The Bus (STB)?

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- **Largest** school supply drive in San Antonio
- Campaign runs from **June – August** and culminates at our community wide drive at all San Antonio H-E-B stores
- Several ways we collect donations:
  - Corporate and Civic Organizations host drives (in person and online)
  - KENS5 viewers donate during telethon
  - H-E-B customers donate at register and on STB day
- Students receive school supplies at the beginning of the school year and it's made available throughout their year.



Opens the  
door to  
relationship  
building







# Our Why

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# Our 2023 Goal

# \$250,000 in supplies

To provide ~\$1,500 to 160 CIS-SA schools



South  
an Antonio ISD







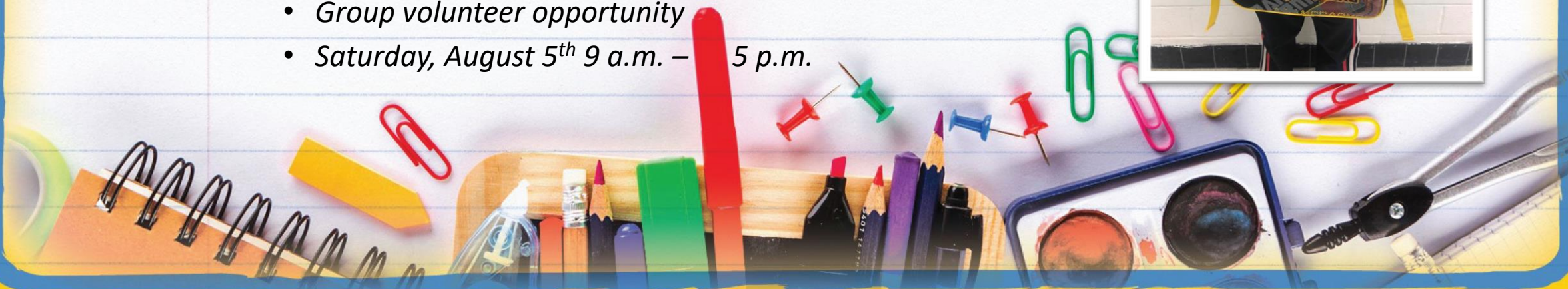
## Three Ways To Make an Impact



- *Drop off at HEB Regional Warehouse on Thursday, August 3<sup>rd</sup>*
- 2045 S. Foster Road, San Antonio, TX 78222

- *Ends on Tuesday, August 15<sup>th</sup> at 11:59 p.m.*
- *Your company can also make a flat donation*

- *Group volunteer opportunity*
- *Saturday, August 5<sup>th</sup> 9 a.m. – 5 p.m.*







# The Fundraising Toolkit

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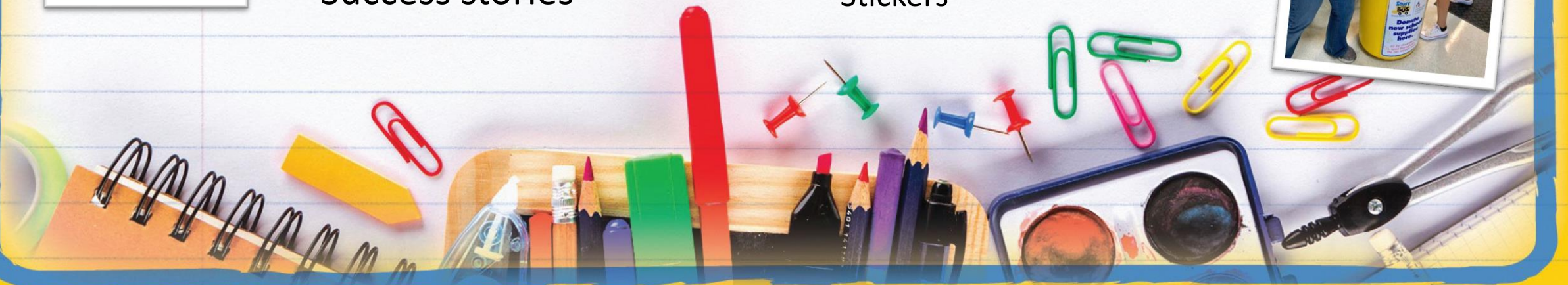
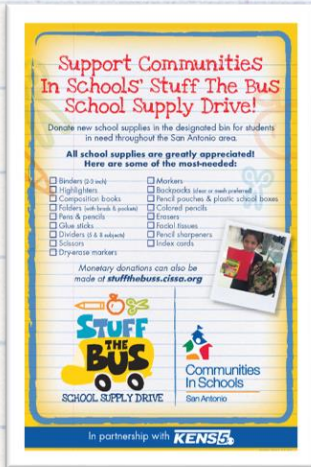


## Digital Assets

- Email templates
- Social Media Templates
- School supply list
- Fundraising Thermometer
- Success stories

## Printed Materials

- One 44 gallon- (31 1/2 x 24) barrel (NEW!)  
*Must be returned*
- 11 x 17 posters (2)
- School Supply List flyers
- Table Tents (2)
- Stickers







# In Person Collection Drives

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## Marketing Toolkit Available for Pick Up on Friday, June 16<sup>th</sup>

- *Pick Up at H-E-B Super Regional Warehouse*
- *1<sup>st</sup> Shift: 9 a.m. – 12 p.m.*
- *2<sup>nd</sup> Shift: 1 p.m. – 4:30 p.m.*

**Sign Up required along with driver name**

H-E-B Super Regional Warehouse  
2045 S. Foster Road, San Antonio, TX 78222

## Supply Drop Off on Thursday, August 3<sup>rd</sup>

- *Drop Off at H-E-B Super Regional Warehouse*
- *1<sup>st</sup> Shift: 7:30- 10 a.m.*
- *2<sup>nd</sup> Shift: 10 a.m. – 12 p.m.*
- *3<sup>rd</sup> Shift: 3 – 4:30 p.m.*







# Supply Collection Reminders

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- Donated supplies must be new (not used or gently used)
- Encourage your network to purchase supplies from H-E-B. Not only will that support our STB sponsor, but your team will get a more accurate in kind gift value report.
- All supplies must be dropped off on the designated day, Thursday, August 3<sup>rd</sup> (don't forget to sign up for your shift)



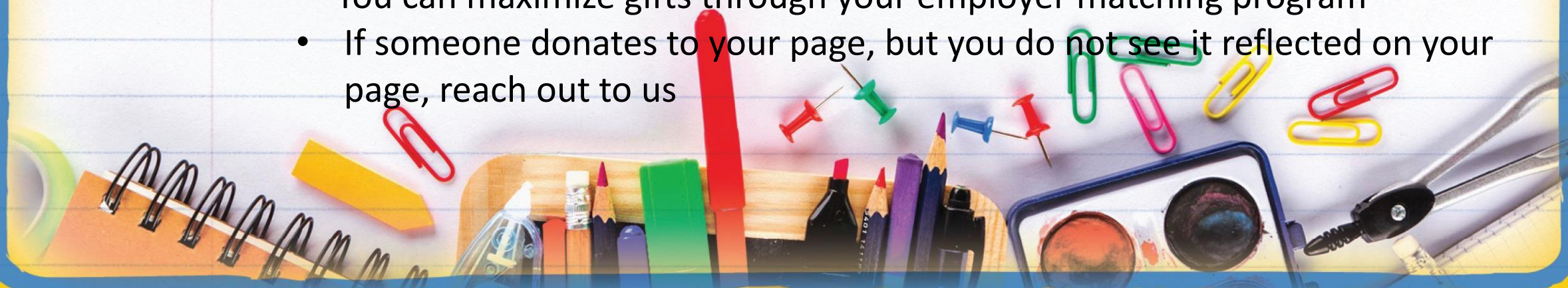




**Proudly Sponsored By:**



- Last day to raise funds will be on **August 15<sup>th</sup>**. Donations are in real time!
- An **automatic thank you email** and tax receipt is sent
  - Sender: [noreply@qgiv.com](mailto:noreply@qgiv.com)
- If you want to invite multiple people to fundraise or track donations separately for departments, we can create a team on the backend
- If your employees usually donate on a different workplace giving website like Benevity, you can use that donation page instead. We'll just ask for regular reporting
- You can maximize gifts through your employer matching program
- If someone donates to your page, but you do not see it reflected on your page, reach out to us







# Get Creative To Accelerate Your Efforts

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- Focus on sharing *impact* of gift
  - Share CIS-SA videos & success stories
- Create a fun *incentive* to get “the bus” moving
  - I.e. give by X date and be entered into a raffle or invited to an appreciation breakfast
- Invite donors to share *why* they give via brief video clip

***Driver's Tip:*** Ask more than once & send a weekly message!



"Kids shouldn't have to worry about whether or not they can afford the supplies they need for their education" - Anna

CIS-SA Donor







# Volunteer on Stuff The Bus Day

Saturday, August 5<sup>th</sup> from 9 a.m. – 5 p.m.

Must have a min. of 3 volunteers & max. 4 of volunteers at one time

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Helping Here.



- Engage H-E-B customers and ask if they would like to donate school supplies to students in-need in San Antonio
  - State need and purpose of school supply drive
  - Invite them to purchase a school supply item
  - Thank the customer and give them a Stuff The Bus sticker

Register Your Volunteer Group

Volunteer Coordinator: Ilsa Garcia

[igarcia@cissa.org](mailto:igarcia@cissa.org)

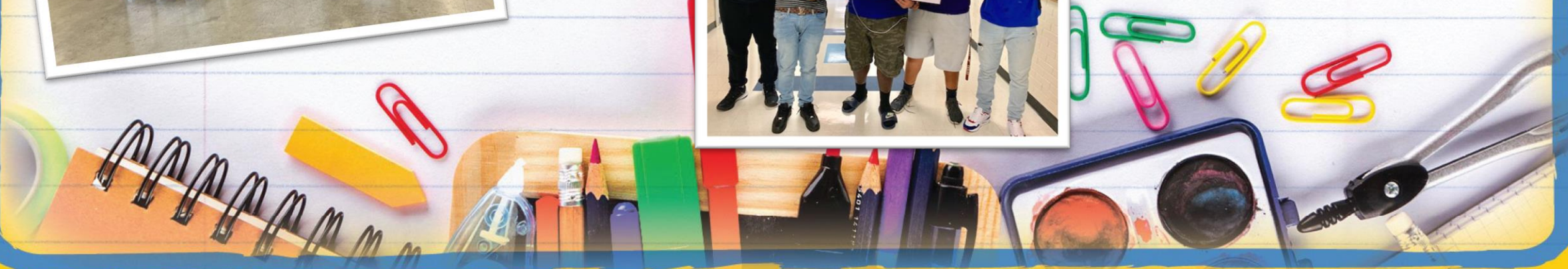
210-520-8440 ext. 225







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# A Quick Trip To Our StuffTheBus.cissa.org website!







# Partner Appreciation

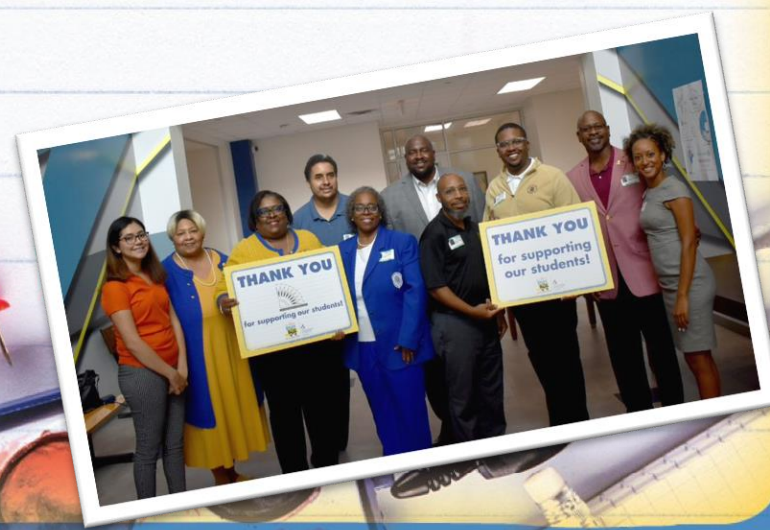
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All Stuff The Supporters, regardless of the amount raised! Every partner will receive a ***Certificate of Appreciation*** recognizing your efforts.

## Top Supporter Recognition

- If you are one of our top 3 fundraisers, you will be invited to a campus site visit in the Fall (*limited number of participants*)







# Thanks for being ALL IN for kids!

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