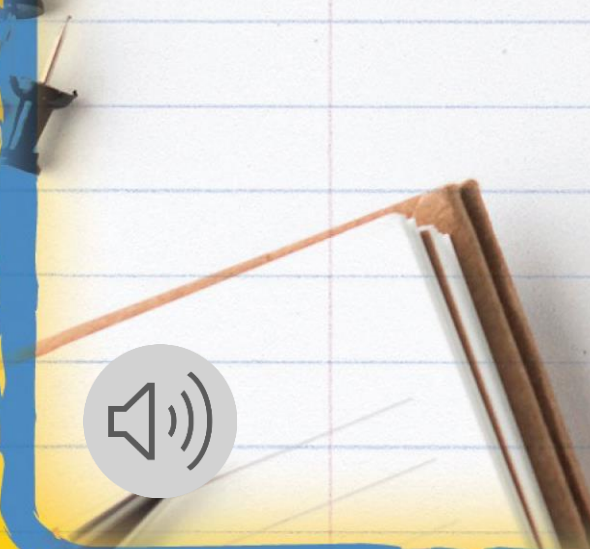
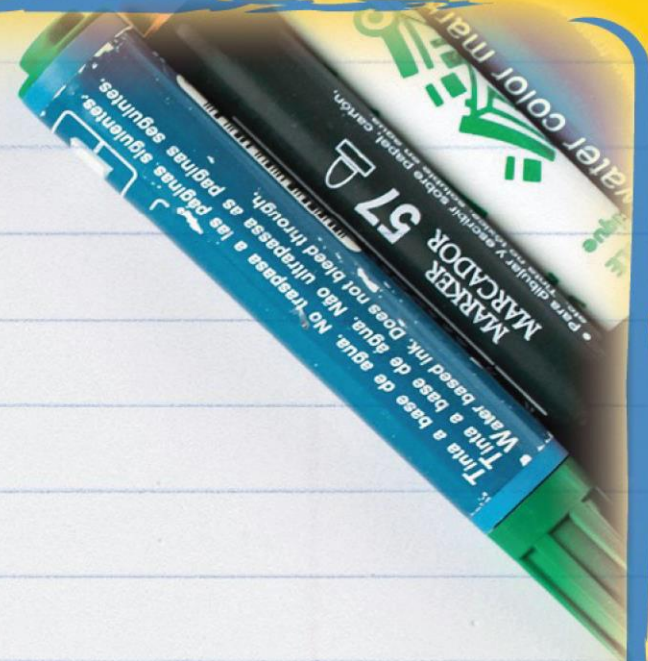


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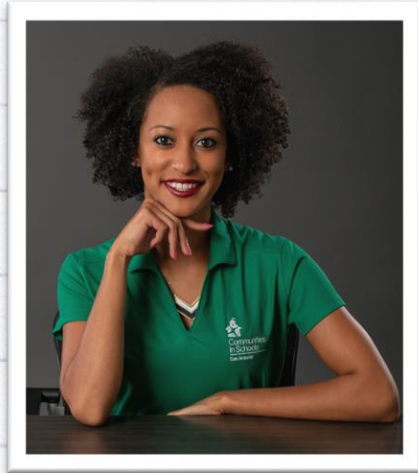


**Helping Here.**





# Today's Driver



**Jessica Hannah**  
Director of Donor Relations

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

REC





# Today's Road Map

- Stuff The Bus Overview
- Our 2024 Goal & Route
- The Fundraising Toolkit & FAQ's
- Getting Creative To Accelerate Your Efforts
- Q & A Session
- A Trip to Our Fundraising Page





# First, A Little About CIS-SA

- A national non-profit, serving locally 160+ schools in San Antonio and the surrounding areas
- Our mission is to surround students with a community of support, empowering them to stay in school and achieve in life
- Dedicated to building relationships & eliminating barriers to student success





# What is Stuff The Bus (STB)?



- One of the **largest** school supply drive in San Antonio
- Campaign runs from **June – August** and culminates at our Stuff The Bus Day at 35 local H-E-B stores (Adding Uvalde this year!)
- Several ways we collect donations:
  - Corporate and Civic Organizations host drives
  - KENS5 viewers donate during telethon on Tuesday, July 23 from 4- 6:40 p.m.
  - H-E-B customers donate 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





**Thank You To Our Stuff The Bus Sponsors!**



**Helping Here.**

**Thank You To Our 60+ Registered Partners!**





**2024  
Goal**

**\$430,000 in supplies**

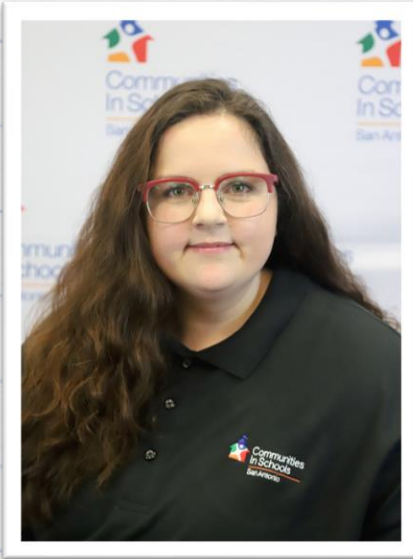
To provide ~\$2,600+ to **160+** CIS-SA schools





# Our Why

## Impact from The Field



Abi Crofts, Site Coordinator  
Valley Hi Elementary School







# Our Route

## Three Ways To Make an Impact

### 1. Collect Supplies In Person

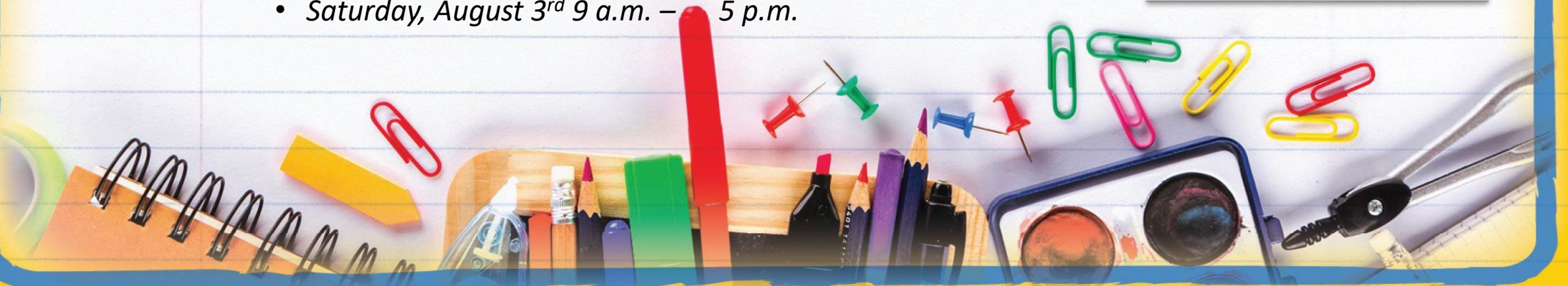
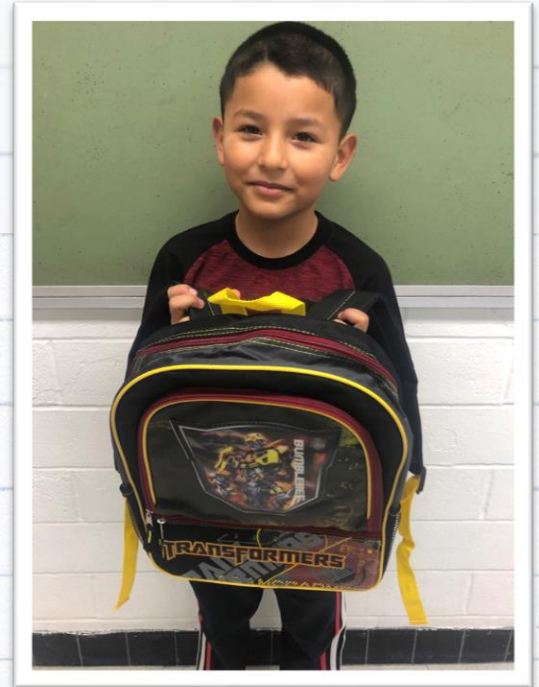
- *Drop off at HEB Regional Warehouse on Thursday, August 1<sup>st</sup>*

### 2. Raise Funds Online

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

### 3. Volunteer on Stuff The Bus Day @ HEB

- *Group volunteer opportunity @ 1 of 35 HEB stores*
- *Saturday, August 3<sup>rd</sup> 9 a.m. – 5 p.m.*





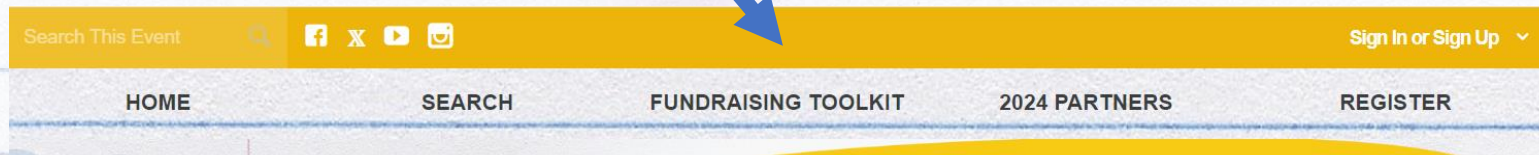
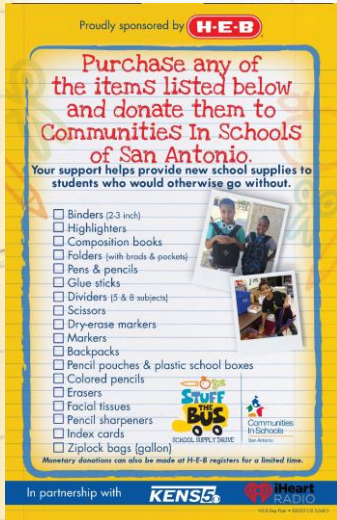
# The Fundraising Toolkit

## Digital Assets

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

## Printed Materials

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





# Marketing Toolkit Pick Up

**Friday, June 14<sup>th</sup> at H-E-B Super Regional Warehouse**

2045 S. Foster Road, San Antonio, TX 78222

- *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 (due 6/11)***





# #1 Collecting Supplies In Person

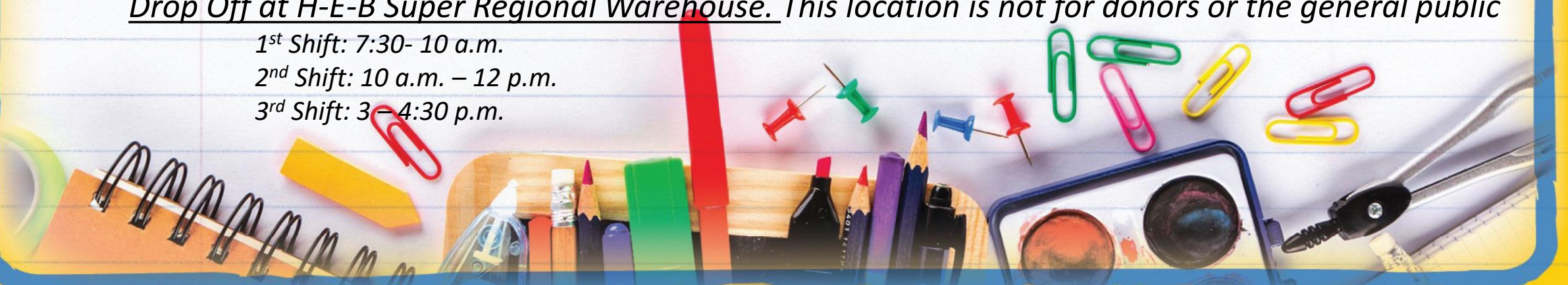
- Donated supplies must be **new** (not used or gently used)
  - Avoid company branded items
  - Encourage your network to purchase from H-E-B! Not only will that support our STB sponsor, but your team will get a more accurate in kind gift value
- All supplies **must** be dropped off on the designated day, **Thursday, August 1<sup>st</sup>**.  
This year, you'll receive labels for improved identification
  - ***Note: Our team does not have the capacity or storage space to pick up supplies.***

Drop Off at H-E-B Super Regional Warehouse. This location is not for donors or the general public

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.



2023



Support these  
Stuff The Bus Events!

Proceeds benefit our Stuff The Bus School Supply Drive

**Free Milkshake When You Donate School Supplies**  
Mon. July 3 - Tues. August 1  
Chris Madrids  
1900 Blanco Rd., San Antonio, TX 78212



**Free Chips and Queso When You Donate School Supplies**  
Mon. July 3 - Tues. August 1  
Paloma Blanca  
5800 Broadway #300, San Antonio, TX 78209



**Bring In School Supplies and Get 20% Admission**  
Sat. July 1 - Mon. July 31  
Maui Maui Kids Play Island  
19239 Stone Oak Pkwy #117, San Antonio, TX 78258



**Double Your Impact, Donate Points**  
Mon. July 3 - Tues. August 1  
South Texas Blood & Tissue  
Learn more at [doublemyimpact.com](http://doublemyimpact.com)



**10% Off Beer When You Donate School Supplies**  
Now - Wed. Aug. 2  
Second Pitch Beer Company  
11935 Starcrest Dr., San Antonio, TX 78247



**Free Fries When You Donate School Supplies (participating locations only)**  
Now - Thurs. Aug. 3  
McDonald's  
3231 SW Military, 11611 Bandera Rd, 7267 Wurzbach,  
3701 Pleasanton Rd, 1643 Pleasanton Rd



**Free Appetizer When You Donate School Supplies**  
Now - Wed. Aug. 2  
Rock & Brews  
5702 Landmark Parkway, San Antonio, TX 78249



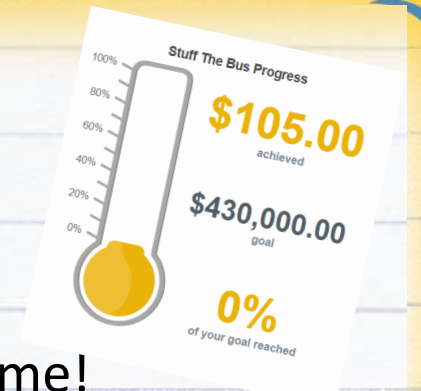
# Hosting an event or offering a special?

## Inform Jessica Hannah and we'll help spread the word!





## #2: Online Fundraiser



- Last day to raise funds will be on **August 15<sup>th</sup>**. Donations are in real time!
- Donors receive a **automatic thank you email**/tax receipt [noreply@qgiv.com](mailto:noreply@qgiv.com)
- If you want to invite multiple people/depts. to fundraise, contact Jessica
- If your employees usually donate on a different giving website (i.e. Benevity), you can use that donation page instead. We'll just ask for regular reporting.
- 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



Focus on sharing *impact* of gift

- Share CIS-SA videos & success stories



Create a fun *incentive* to get “the bus” moving

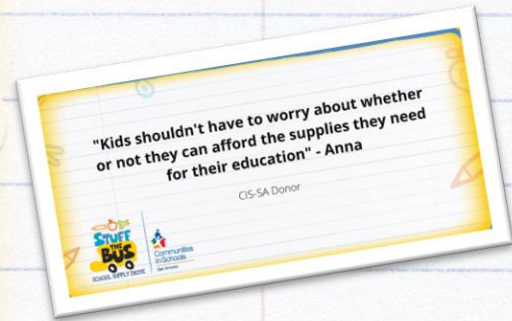
- For example, give by X date and be entered into a raffle



Invite donors to share *why* they give via brief video clip



Ask more than once... send a weekly message!





## #3: Volunteer on Stuff The Bus Day Saturday, August 3<sup>rd</sup>



Volunteer Coordinator:  
Ilsa Garcia [igarcia@cissa.org](mailto:igarcia@cissa.org)  
210-520-8440 ext. 225

- Register Your Volunteer Group! Share your preferred HEB store
  - Must cover full shift from 9 a.m. – 5 p.m.
  - Minimum of 3 volunteers & maximum of 4 volunteers at one time
  - Save The Date: Volunteer Virtual Training on Thurs., July 25<sup>th</sup> 12-1 p.m.
- Volunteers invite H-E-B customers to pick up school supplies during their shopping experience to support youth
  - Share need and purpose of school supply drive
  - Invite them to purchase a school supply item & thank the customer







# What Happens After Supply Drop Off?





# Partner Appreciation



All Stuff The Supporters, regardless of the amount raised, will receive a ***Certificate of Appreciation*** recognizing your efforts, & name listed on STB website.

## Top Supporter Recognition

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

## 2023 Top Supporters

- JPMorgan Chase
- CPS Energy
- San Antonio NPHC
- Medium Category
- Generations Federal Credit Union
- Frost Bank
- U.S Air Force: 37 Training Support Squadron
- Texas Trial Association
- Quiddity Engineering
- Acuform Architecture





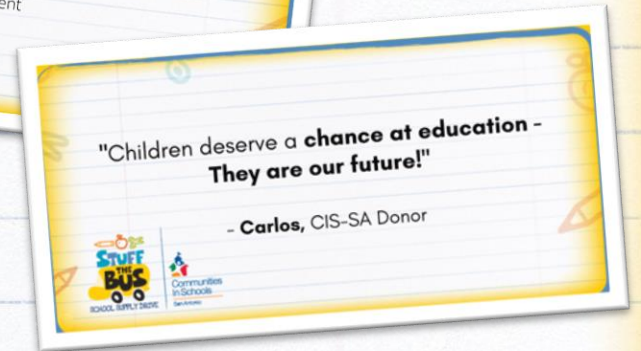
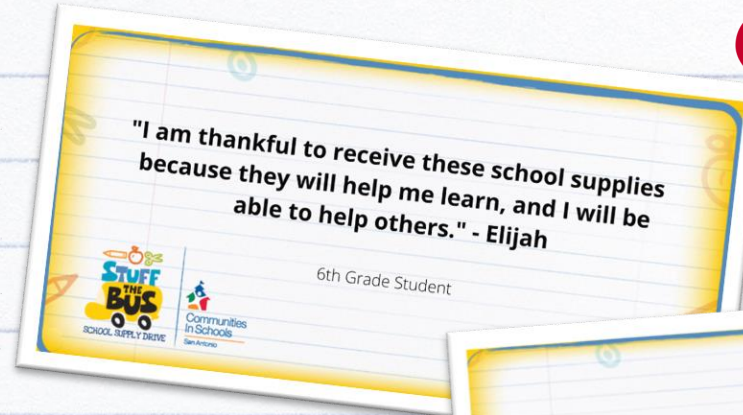
# Q&A Session





# Thanks for being ALL IN for kids!

Proudly Sponsored By:





A Quick Trip To Our  
[StuffTheBus.cissa.org](http://StuffTheBus.cissa.org) website!

