



The **2020 KGW School Supply Drive** begins in late July 2020 until late August 2020 (exact dates to be determined). Last year, this drive surpassed all goals and collected enough school supplies and cash to send over 25,000 students back to school ready to learn. This effort is critical as nearly half of all children in our area live in low-income families that are forced to make choices between purchasing school supplies or food for their families.

Because of the coordination provided by **Schoolhouse Supplies**, over 70 school districts felt the positive impact of this campaign.

This year, we can exceed our goal again with your help. By providing a matching grant, you are helping to maximize the impact of this drive by enticing more people to give.

**Proposed Week: TBD with KGW (dates will be during the supply drive)**

**Recognition includes:**

- Daily mentions promoting Your gift inside of KGW Newscasts over a multi-day or 1 week period (depending on level of match).
  - Sample message: “A \$25 donation provides one student with basic school supplies for an entire year. This week, SPONOR NAME is matching all cash donations, up to a total of \$tbd, with the hope of helping more students than ever before. Please donate now and double your donation at [KGW.com/supply](http://KGW.com/supply)”
- Production and airing of a :10 or :15 second message promoting SPONSOR NAME’S match. This message will air on KGW News programs M-F (number of airings tbd depending on level of match)
- KGW-TV Facebook post to 500,000+ fans promoting the matching grant.
- KGW.com Homepage Take Over during the week.
- Exposure on the official KGW School Supply Drive website including your logo and link to your site.
- Email sent via Schoolhouse Supplies to 15,000+ subscribers promoting client and match details.
- Social Media Promotion via Schoolhouse Supplies
  - blog: [www.schoolhousesupplies.org/news](http://www.schoolhousesupplies.org/news)
  - Facebook: /schoolhousesupplies
  - twitter: @pencilpete
  - Instagram: @schoolhousesupplies

**Commitment:** A minimum \$2,500 matching grant to be offered during a select period of time.

For more information please contact Mayra Camacho, Development Manager:  
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