



# Chalk it up for kids!

## BACK-TO-SCHOOL GIFT CARD DRIVE

- 1) Contact CASA to sign-up to participate and get any additional promotional items to share with your colleagues, members, friends, and family.
- 2) Determine who will be the contact person and collector of gift cards for your business, organization, or group.
- 3) Set a goal for the number of gift cards you will collect!
- 5) Determine your timeframe for the gift card drive.
- 4) Develop your communications strategy (Facebook, email, flyers...) and get the word out!
- 5) Drop off gift cards to the CASA office by August 1st.
- 6) Celebrate knowing you've made a difference in the lives of children who have been abused or neglected!