



Homeless Gear

Coins for Change Program

Questions and Steps to Think About Before Coins for Change

Step 1: Choose Your Month

When will you host Coins for Change? When will you begin promoting the event to your peers?

Most schools choose to host the campaign throughout one calendar month, while others choose different timeframes that may extend anywhere from three weeks to multiple months!

Step 2: Set your Goals

How will you build awareness?

- Posters
- Videos
- Parent or student flyers
- Fast sheets
- Announcements
- Invite a guest speaker or volunteer
- *What else?*

How much change do you want to collect?

- Will you have a school-wide goal? Or do you want to hold a classroom competition?
- **Remember that every coin counts:** if you raise \$1, it will make a difference...if you raise \$2,000, it will make a difference! So far, average coin collection is \$1,945!

Identify what motivates you and your school.

Is there an incentive for reaching your goal? A pizza party for a classroom?
A project with your teachers? A fun activity at school?

Step 3: Decide how you will collect change and build awareness

A few ideas for coins collection:

- Host change jars in each home room or classroom
- Host change bins in a common area, each with a different option listed on it (for example, you may have a school dance coming up; each coin jar might have a theme written on it and the theme that receives the most coins is the winner!)
- Hang a "tracking sheet" in a common area to keep students informed on where you are in relation to your goal
- Host change bins for each grade level
- Hold "Donation Stations" (coin collection jars before school or during lunch)
- Engage teachers (Preston Middle School once sold strips of duct tape to tape-a-teacher during lunch!)
- Host a "Miracle Minute" of coin collection at sporting events
- *What else? How can you engage multiple students, teachers or groups?*

A few ideas for awareness:

Spread facts around school, volunteer, take a field trip to Homeless Gear, invite a speaker to your classroom, hold an assembly, create a video about homelessness or the campaign, or plan a homelessness simulation.

Step 4: Kick-Off Coins for Change!

Kick-off the campaign with classroom announcements, posters, word of mouth, an assembly and/or other ways you can get the word out. Count your change weekly (or whenever works best) and see where you are toward your goal. For example: if your school has raised \$1,500 in loose change, you've raised enough to get a family into permanent housing...if you've raised \$10, you've raised enough to provide eight meals!

After the campaign...

Choose where you want your funds to go. What is important to you? Is it distributing supplies? is it helping people with jobs? Is it wherever the biggest need is? Homeless Gear operates multiple programs and oversees our community's homeless resource center. We want to put funds where YOU want them to go.