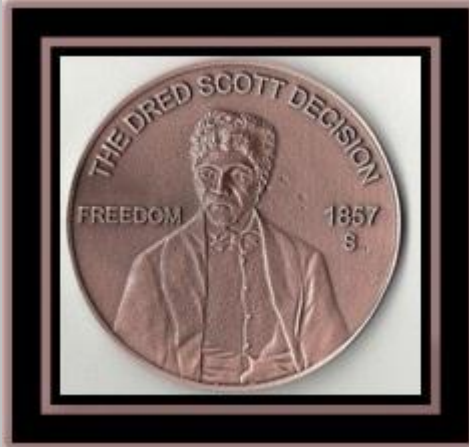


From The Dred Scott Statue Penny Drive Committee

To: All Missouri Public, County, Private, Faith-based and Home Schools; Summer Schools, Summer Camps, VBS Groups, Scouts, Youth Groups, Faith Organizations, Families, Sororities, Fraternities and Other Interested Organizations



PENNY DRIVE MANUAL

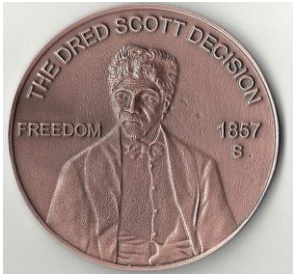
How to Run Your Own Penny Drive

This manual was specifically written for school organizations but it can be easily modified to fit your organization.

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Penny Drive Manual



Running a Penny Drive is easy, but it's a good idea to decide on a few ground rules. This online manual is intended to help you get started.

We hope your penny drive will be fun and successful. It can also provide opportunities for discussion of the real-life history of Dred and Harriet Scott and their family. There are several important [landmarks](#) in the St. Louis area for discovering Dred and Harriet Scott's personal story. See the last page for links to useful websites that provide educational material.

We've organized the topics into the following parts to help you find the information you need quickly.

- Part 1: Choose a Sponsor (s)**
- Part 2: Decide on Your Dates and Strategy**
- Part 3: Announce Your Drive**
- Part 4: Select Containers and Print Labels**
- Part 5: Collecting and Submitting Your Donations**
- Part 6: Informational Phone Line**
- Part 7: Education Links**
- Part 8: Recommended Reading**

Part 1: Choose a Sponsor(s)

Once your school decides to participate, it will be important to choose a sponsor. Your sponsor should be a teacher(s) or administrator, who will be responsible for getting the necessary school approvals and signing up with the Dred Scott Heritage Foundation. Click [here](#) to submit your school name on-line and when we hear from you we will list your school on our website as a participant in the penny drive. Your sponsor is also the person who will keep your donations secure and deposit your donations at the appropriate times.

Part 2: Decide on Your Dates and Strategy

Dates

Set specific dates for your competition. You should decide at the start how long your penny drive will run. This helps create enthusiasm as the drive progresses. The typical time for a school penny drive is 4-6 weeks, but that is up to you. (i.e., some schools hold penny drives several times during the school year) The Dred Scott Statue Penny Drive began March 2010 and runs through March 2012.

Strategy

Penny drives can take many forms, from the simplest collection of spare change in the cafeteria to a friendly competition between classes, grades, or clubs. Your group should decide which strategy will work best in your school (or organization). Some schools like to organize teams by grade level, to increase participation and build team spirit. Younger students may bring in coins from home. Older students might ask their parents if they can do chores to earn money, or ask their family and friends to contribute. If they wish to, family and friends of students may send checks to the school. Organizations should send donations directly to M & I Bank made out to The Dred Scott Heritage Foundation. **DO NOT ALLOW STUDENTS TO GO DOOR TO DOOR.**

Some Fundraising Variations:

For elementary grades - Put one jar in a central location for each grade. The jars are used to collect monetary contributions. For every \$1.00 donated you award one link in a chain. Each link is a strip of paper cut out and then the ends are stapled forming a circle. Each grade must have a separate color, so that when you hang the chains they can see what grade is winning. It is a great way to spark friendly competition and the enthusiasm is usually very high. Come up with your own ideas to compete.

For Older Students – You can find many ideas on many websites including the [Americans for Common Sense](#) website for penny fundraising.

3: Announcing Your Drive

The success of your drive will depend on how well you get the word out.

To Families

Send or email a letter to families introducing the project. Include the dates and explain how you will be collecting money to donate to the Dred Scott Statue Penny Drive. Click [here](#) to download a letter to families and/or caregivers.

Other Faculty and Schools

Ask for help from clubs and athletic teams. If it is baseball or basketball season you might be able to collect coins at the games.

To the Student Body: Have students create hallway posters or displays on a bulletin board. Click [here](#) to download posters from our website.

Use Social Media: Share your success. Use Facebook and Twitter to let everyone know how you are doing and any tips you have learned. Challenge your friends and family to join you.

Use School Announcements:

Be sure to announce your drive in your school newspaper and on daily announcements.

SAMPLE Text to Read During Announcements:

“Our school is holding a penny drive to raise money for a Dred and Harriet Scott statue to be located in downtown St. Louis. Check out the hall bulletin boards for more information and ways to get involved. We want as much participation as possible. Let’s show everyone in St. Louis that we are the most awesome fundraisers in the area. If your classroom does not have a container you can bring your spare change to the office during school hours.”

If you would like to advertise your penny drives in your local paper click [here](#) to get a downloadable press release.

4: Select Containers and Print Labels

If you choose, you can have individual containers for each participant as well as larger containers for collecting coins brought to school. For individual containers - 8 to 20 ounce plastic water bottles make good containers. For larger collections, a plastic milk jug can work well. We have created canister wrappers you can print from our website, just click [here](#) and print the correct size for your school or organization. They are designed to fit plastic bottles in a range of sizes, from 8 ounces to 20 ounces. Your cafeteria may be able to help you find larger containers like pickle jars, mayonnaise jars, etc. You

can place jars near the entrance of the cafeteria, if students want to donate loose change after lunch. The large collection jars should be kept in a place with adult supervision: home rooms, the library, main office, and the cafeteria are good choices.

5. Collecting and Submitting Your Donations

All pennies and coins should be delivered to one of the **3 (three)** coin-receiving locations, **OR** converted to cash or checks from each school. **Beware**, most coin counting machines charge up to 10% of your total donation.


Only three locations can accept actual pennies. [Donor slips](#) are available on our website and at all teller windows. You will need to call ahead and schedule your visit if you want your pennies counted and a receipt at that time. The tellers will be happy to accommodate you. If you do not want to wait you will receive an acknowledgement from the foundation in the mail.

The three locations that count and accept pennies are:

2301 S. Kingshighway@Southwest, 314-776-5200

5256 S. Lindbergh@Concord Village, 314-842-2265

13205 Manchester, 1 mile west of I-270, 314-543-3300

Cash and check donations will be accepted at any  BANK

Find the location nearest you at: www.mibank.com.

6. Information Phone Line: You may get information on the penny drive or leave a message at 314.802.7298

7. Educational Links

1. [The Dred Scott Heritage Foundation](#)
2. [Missouri State Archives](#)
3. [Washington University legal documents](#)
4. [Cornell University Supreme Court Records](#)
5. [Historical Landmarks](#)
6. Lesson plans:
 - [Lesson Planet](#)
 - [Landmark Cases](#)
 - [National Park Services](#)
 - [Missouri Secretary of State](#)

8. Recommended Reading

1. Dr. David Konig, *The Dred Scott Case: Historical and Contemporary Perspectives on Race and Law*
2. Ruth Ann Hager, *Dred and Harriet Scott, Their Family Story*
3. Mark Shurtleff, *Am I Not A Man*
4. Lea VanderVelde, *Mrs. Dred Scott*
5. Sheila Moses, *I, Dred Scott*
6. Mary Neighbor, *Speak Right On*
7. Lynne M. Jackson, *Dred Scott Activity and Coloring Book*