



HOODIES FOR THE HOLIDAYS TALKING POINTS

- Now in its 5th year, Hoodies for the Holidays have provided more than a thousand area middle schoolers with a new college hoodie sweatshirt.
- This year, we are looking to double last year's goal.
- For many disadvantaged students, a hooded sweatshirt serves as a makeshift winter coat.
- As everyone can remember, middle school is a critical time when a child's self-esteem is formed.
- Wearing a new college hoodie sweatshirt signals to peers and friends that "Yes, I see myself as a future college student and graduate."
- Especially for teens and pre-teens, what you wear is who you are. We want kids to identify as optimistic and college-bound.
- People are naturally proud of their college and it inspires competition. A company Hoodie Drive can put that competitive spirit to very good use.
- If your school is represented most in the donation box, that's worth bragging rights.
- Don't have the time to buy a new hoodie? No problem. Just go online and donate \$30 for Hoodies for the Holidays and we'll make sure a deserving middle schooler receives the gift of a new hoodie.
- Our Hoodie Wrap Party is always a great time to kick-off the holiday season.
- The Wrap Party brings together dozens of young professionals for a good cause and a good time — with food, trivia and a surprise guest celebrity.
- There are so many ways to get involved: Organize a drive at your workplace, volunteer to help collect and wrap the hoodies, come to our Hoodie Wrap Party, and help us spread the word on social media.