



“Thank you to Lowe’s for helping Colfax Charter Elementary School complete our amazing new vegetable garden!!”

Susan Kovinsky
PTO Co-President
Colfax Charter Elementary
Valley Village, CA

Case Study

LOWE’S TOOLBOX FOR EDUCATION Community relations, PR and brand awareness through the development of a turnkey, custom-designed grant program

THE CHALLENGE

Lowe’s Home Improvement came to School Family Media looking for assistance in creating a proprietary school grant program to be funded by their Charitable and Educational Grant Foundation. Lowe’s recognized School Family Media’s expertise and ability to reach out to the community through influential PTO and PTA leaders across the country – making them the perfect partner. Their goal was to give away \$5 million per year to more than 1,000 schools nationwide.

THE SOLUTION

School Family Media conceptualized, developed and executed a custom grant program called Lowe’s Toolbox for Education. The program provided funds towards school improvement projects ranging from a reading gardens and student art exhibits to peer tutoring centers. Toolbox for Education was promoted to over 90,000 PTO and PTA leaders through School Family Media’s extensive print, online and event media that directed interested groups to toolboxforeducation.com, the custom website designed and built by School Family Media for Lowe’s.

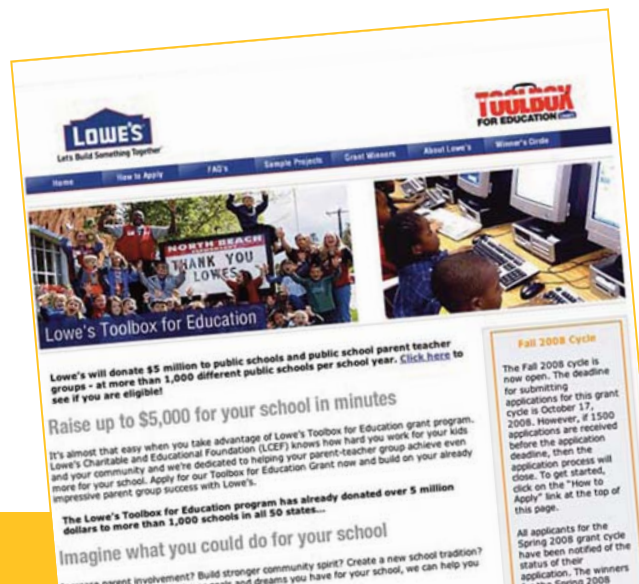


Continued on next page.



SchoolFamilymedia inc.
Marketing Solutions Group

schoolfamilymedia.com/solutions





At toolboxforeducation.com, PTO and PTA leaders could easily apply for up to a \$5,000 grant simply by submitting their school's idea for a school improvement project. The user-friendly website made the entire grant process straightforward and simple for PTO and PTA leaders – featuring program FAQs, an online application, and projects and photos of past grant winners – showcasing the broad-reaching benefits of the Lowe's program being enjoyed by local communities across the country.

Schools receiving grants were mailed a 'toolbox' containing the grant check, certificate of achievement, templated press releases, helpful hints and posters to build support and public awareness of the Lowe's-sponsored project. The website and entire program were supported by a dedicated, live-assistance School Family Media customer service team.



“Lowe’s helped our school buy new playground equipment to update the aging, dangerous equipment our school could not afford to replace. Now our playground is awesome, the students love it, and they are all getting great exercise at recess! Thank you Lowe’s!!!”

Julie Famularo
PTA Committee Chairperson
Haldane Central School
Cold Spring, NY

THE RESULTS

Over the past five years, Lowe's Toolbox for Education has donated over \$20 million to more than 5,000 schools from all 50 states and the District of Columbia. Through School Family Media's powerful connection to influential PTO and PTA leaders, Lowe's established a unique way to help turn school improvement ideas into a reality, garnering unprecedented brand awareness and recognition in local communities in the market areas surrounding their stores.



SchoolFamilymedia inc.
Marketing Solutions Group

schoolfamilymedia.com/solutions

[Click here](#) for more information about School Family Media – Marketing Solutions Group.