
DonateNow!

The How-To's of Coordinating a Donation Drive



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Donation Drive Planning Kit

Are you interested in setting up your own donation drive? Do you have a plan for what you need and where the donations will go? What about marketing your drive? This planning kit will assist you in coordinating an easy and successful drive. Donation drives organized by businesses, associations, churches, schools and other groups are critically important for all nonprofits and government agencies across Fairfax County. All goods donated from the drives will assist your local community members! If you have any specific questions, make sure to contact the organization you are working with directly.

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Organizing the Donation Drive

1. Select and Contact an Organization

Visit Volunteer Fairfax's Donation Guide, www.volunteerfairfax.org, to find a list of organizations requesting donation needs. Volunteer Fairfax maintains a directory of the needed goods and services of our affiliated agencies. This directory has been designed to make donating items to local charities and service agencies as easy as possible. For more information on any organization, please visit their website or contact them directly by phone or email.

Once you have searched through the potential agencies to donate the item to, you will need to contact the agency directly. When contacting an agency it is best to give them a description of the item(s) you are trying to donate and letting them know any time constraints you may have in donating the item.

2. Select a Committee

Donation drives are fun, but they also require a certain amount of planning in order to be successful. Gather a committee that wants to be an integral part of your drive and assign everyone specific tasks. Some of the duties you may want to assign are as follows:

- Chairman of the committee to oversee all details and answer all questions
- Liaison with management
- Coordinator of advertising/promotion
- Photographer
- Outside public relations/media contact
- Coordinator of donation collection boxes
- Chief of storing the donations
- Coordinator of packing and transportation to the non-profit organization

3. Set Goals

Determine the amount of donations you want to raise. Encourage people to help you meet or surpass your goals by putting up flyers and telling them the importance of your drive.

4. Is a Matching Gift Available?

If you are with a company, many are willing and able to make a matching gift of their employee contributions – even when employees are giving food instead of cash. For example, if donating food, see if your company will donate a dollar for every pound of food raised.

Running the Drive

Collect

Depending on what your planning committee decides, you can collect your donations at one or more locations.

Engage multiple locations

- If possible/desired, coordinate donation drive events and collections at multiple locations in your area: other schools, stores, banks, restaurants, pharmacies, or grocery stores.
- Use same branded collection bins at all locations to increase recognition & awareness.
- Encourage everyone to promote the opportunity to colleagues and peers in the weeks leading up to event.
- Engage planning committee to create promotional items (signs, bag stuffers, table tents, counter signs).

Make Supply Drive Event a Destination

- Decorate a portion of the office or school to make the drop-off area exciting.
- If desired, work together to engage local media to acknowledge donation drive.
- Incorporate into existing events, especially company picnics or school celebrations.

“Collect” Supplies Online

- Offer a “sponsor a box” online: \$30 donation buys a box of food to feed a family of four for a week
- Use an online giving site to create fundraising promotion to “Stuff a Virtual Box”. Utilize social networking sites, like Facebook Causes to raise awareness for the Donation Drive as well.
- Use a relatable number, for example \$5 donation purchases 1 notebook, packet of pencils, and 2 erasers.
- Share the fundraising progress with your office or school.
- Leverage social media to excite your network by sharing specific supply needs.
- Send fundraising opportunity to all employees or families of students via email or newsletter (see *Sample Newsletter Article* below).
- If available, present a matching gift challenge, where the company matches individuals’ donations; all donations go to purchasing supplies.

Sort

As donations are received, take time to run through the donations to look for items that cannot be used once delivered to the nonprofit. Consider taking photos of mounds of supplies before they are sorted into the way that the receiving nonprofit has designated. See the timeline in the following pages for ideas to consider as you plan your drive.

Deliver

Delivering the supplies, too, is a great way to engage others and generate attention for the success of the donation drive. Ideas may include:

- Inviting donors to assist in the delivery of the donations.
- Wear school/office t-shirts to promote publicity of donations.

Promote

There are many ways to generate excitement and visibility throughout the drive. In the tool-kit you will find samples of documents to use when promoting the donation drive. A few tips to consider:

- Is there a way to film/photo the pile of supplies, supplies being sorted, hundreds of backpacks filling a bus, volunteers and children?
- Use social media to reach new audiences: Twitter, Facebook to spread messages.

Timeline

Every donation drive is different. Whatever form your donation drive takes, this sample timeline will help guide your collection and event planning from concept to celebration.

6-8 Weeks

- Identify potential community partners (companies, retail businesses, agencies, chambers of commerce, council on corporate volunteerism, faith-based groups, colleges, labor unions) and others to:
- Receive and deliver school supply collections.
- Serve as collection or drop-off centers.
- Provide transportation and logistical support.
- Donate warehouse or parking lot space for an event.
- Help promote the project, e.g., media, publicity volunteers.
- Create a list with information on all partners, including: name, address, contact name(s), phone, e-mail address, category, website, notes.
- Schedule face-to-face or phone meetings to discuss a project ideas. Determine next steps for each member of the planning committee (their role, time commitment, how to manage collection of supplies).

4-6 Weeks

- Brief other staff or committee members on all aspects of the project and involve them in any further planning and preparation. Schedule post-event meeting, to ensure that committee members are available to debrief and attend to follow-up tasks.
- Draft agenda for the day of an event.
- Notify your marketing & communication departments for PR/media plan.
- Discuss documentation (photos, video) of an event.
- Recruit a volunteer photographer if possible.
- If needed, verify need for photo a release form.
- If needed, order event t-shirts, signage or other collateral, as needed.
- Plan any transportation and other logistics needed.

2-4 Weeks

- Visit collection sites. Address any remaining questions and concerns.
- Recruit volunteers.
- Secure attendance of all dignitaries as needed for an event's agenda.
- Draft or secure talking points for dignitaries to include in the run of show document.
- Finalize task lists and make sure all committee members are comfortable with scope of work.

1-2 Weeks

- Confirm all final details.
- Make sure you will have tables and chairs for all donation drop-off stations.
- Confirm materials needed, will be onsite.
- Pack a "project kit" to include things such as:
 - Signage and banners
 - Pens, markers
 - Tape
 - Extra paper/card stock/poster board
 - Flyers about the donation drive

FIRST ANNUAL COAT DRIVE

Help us collect coats for our neighbors in need. All donations will be delivered to *(Organization)* on *(Date)* and will be put to good use immediately in keeping are community members warm.



Our goal is *(Number of Coats)* to keep others warm!

(Organization) is in need of the following items:

Children's coats

Male Adult coats

Female Adult coats

Teenage coats

(Organization's Logo)

Sample Newsletter Article

Hygiene Products Needed

You can help homeless people move from homelessness to housing. Now through *(Date)*, we are collecting donations of hygiene products for *(Organization)*.

Your donations will help *(Organization)* meet its mission: *(Mission)*.

We are collecting donations of:

- Toothpaste
- Toothbrushes
- Soap
- Shampoo
- Conditioner
- Razors
- Feminine hygiene products

Bring your donations to our collection boxes located at: *(Location)*. Our donation drive coordinator is *(School/Office Contact)* and can be reached at *(School/Office Contact)*.

For more information on *(Organization)*, please visit their website at *(Website)* or call *(Phone Number)*.

Sample Financial Gift Form

(Organization's Logo)

Yes! I want to partner with (Organization)! Below is my tax-deductible gift.

Please fill out the form below and fax/mail to:

Organization
Address
City, State Zip
Fax Number

My Gift:

- \$25
- \$50
- \$75
- \$100
- Other \$ _____

Contact Information:

Name _____
 Address _____
 City/State/Zip _____
 Phone _____
 Email _____

Please check this box if you prefer to keep your gift anonymous.

Payment Options:

- Enclosed is my check or money order made payable to Food for Others.
- I wish to donate by credit card. Below is my credit card information.
 - Visa MasterCard
 - Card number (16 digits) _____ Expiration (mm/yy) _____
 - Card holder name _____
 - Cardholder Signature _____

My Employer has a Matching Gift Program. Enclosed with my donation is my company's form.

- This gift is designated** (check one if applicable)
 - In honor of: _____
 - In memory of: _____

Please notify:

Name _____
 Address _____
 City/State/Zip _____