

# Organizing a Donation Drive



## PLANNING CHECKLIST

*THANK YOU for hosting a donation drive! Your donations will help vulnerable kids and families right here in Clark County. Use this worksheet to stay organized and on track.*

### SELECT DRIVE DATES

Record key dates of your drive below:

**Promotion Begins** (allow 3-6 weeks) \_\_\_\_\_

**Drive Begins** \_\_\_\_\_

**Drive Ends** (allow 1-2 weeks) \_\_\_\_\_

**Donation Delivery to Children's Center** \_\_\_\_\_

### SELECT DROP-OFF LOCATION

Consider the following questions when deciding where to host:

- Does the location get a lot of foot traffic?
- Is it accessible to the public (as opposed to being behind a locked door or in a restricted area)?
- Are there other signs or stands competing for attention in the space?
- Is there enough room for a large box or bin?
- Will you be able to use the space for at least one week?

**Drop-off Location** \_\_\_\_\_

**Notes** (parking location, hours of entry, way-finding, etc) \_\_\_\_\_

\_\_\_\_\_

### RECRUIT SUPPORT

Your drive will be much more successful if you create a buzz surrounding your event and let lots of people know. Who can you count on to help spread the word?

**Partner** \_\_\_\_\_ **Contact Info** \_\_\_\_\_

**Partner** \_\_\_\_\_ **Contact Info** \_\_\_\_\_

**Partner** \_\_\_\_\_ **Contact Info** \_\_\_\_\_

People are more likely to make a donation when they have a connection to the cause. How can you spread the word to your network?

**Friends** \_\_\_\_\_

**Family** \_\_\_\_\_

**Work** \_\_\_\_\_

**Clubs / Groups** \_\_\_\_\_

**Place of Worship** \_\_\_\_\_

**Neighbors** \_\_\_\_\_

**Other** \_\_\_\_\_

### CHILDREN'S CENTER CONTACT INFO

Jennie Hoheisel

jennieh@thechildrenscenter.org

### NOTES

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### SPREAD THE WORD

- Post about the drive on social media (via your organization's account, if possible)
  - Share to your personal networks (Facebook, Instagram, SnapChat, Twitter, etc.)
  - Tag Children's Center in the post, if possible
  - Ask for partners, drive venue, friends, and family to share your post
  
- Create poster/flyer advertising drive
  - Post at the drop-off location, community bulletin boards, organizational mailboxes, etc.
  - Ask to hang or hand out at nearby businesses, churches, or organizations
  
- Create an event on Facebook or Eventbrite and invite your network to it
  - Ask partners, friends, and family to invite their contacts too
  
- Make a live announcement at a group gathering
  
- Send an email to a group list

### CREATE DONATION WISHLIST

Make it as easy to donate by providing examples of what you're collecting. A current wish list is on the Children's Center website. In-demand items usually include:

- |                            |         |         |
|----------------------------|---------|---------|
| • Personal care items      | • _____ | • _____ |
| • Non-perishable foods     | • _____ | • _____ |
| • Grocery store gift cards | • _____ | • _____ |
| • Gas gift cards           | • _____ | • _____ |
| • Healthy snacks           | • _____ | • _____ |

### SAY 'THANK YOU!'

At every step — and especially after the drive ends — be sure to express your gratitude to donors.

- Personally thank donors you know
- Post a "Thank you" message on the event page you created
- Send a "Thank you" message to any email or text groups you messaged
- Post a "Thank you" message on all social platforms and accounts used to advertise

### DELIVER DONATIONS TO CHILDREN'S CENTER

It's fun and rewarding to bring the whole team when you drop off donations in person! Who will help you deliver donations?

<b>Drop-off Partner</b> _____	<b>Contact Info</b> _____
<b>Drop-off Partner</b> _____	<b>Contact Info</b> _____
<b>Drop-off Partner</b> _____	<b>Contact Info</b> _____
<b>Meeting Time/Date/Location</b> _____	

Donations are accepted Monday – Friday from 8 a.m – 7 p.m. at Children's Center's Marilyn Moyer building at 13500 SE 7th Street, Vancouver, WA 98683. You may also contact Jennie Hoheisel at [jennieh@thechildrenscenter.org](mailto:jennieh@thechildrenscenter.org) to schedule a drop-off.