



Donation Drive Toolkit

6296 Rivers Avenue, Suite 100

North Charleston, SC 29406

www.palmettoproject.org/familysupplynetwork

Family Supply Network

Organization Mission: Family Supply Network is an initiative of the Palmetto Project. Since 1984, Palmetto Project has been working to identify innovative strategies to address the social and economic challenges facing South Carolina, and put them into action.

Program Mission and Goals: Family Supply Network's mission is to provide household cleaning and hygienic essentials to low-income, homeless, or otherwise vulnerable families and individuals in Berkeley, Charleston, and Dorchester Counties. We aim to:

1. Improve overall health, productivity, and wellbeing of clients served.
2. Save our partner's time and resources, leading to greater efficiency and coordination of services among nonprofit service providers.
3. Increase community and involvement in volunteerism, donations, and advocacy.

What we do: We operate as a centralized "bank" to collect and redistribute household and hygiene essentials through a network of partner non-profit organizations, school districts, case managers, and social workers who serve clients directly.

Where do donations go: Low-income, homeless, and other vulnerable families and individuals in the greater Charleston. All recipients are referred by our partner organizations, who provide specialized case management to connect clients with other safety net programs and resources.



Donation Drive Toolkit

This planning toolkit will help you coordinate an easy and successful drive. Donation drives organized by businesses, associations, churches, schools, and other groups help to support the Family Supply Network.

All goods donated from the drives will assist community members in the Charleston, Dorchester, and Berkeley county areas. If you have any specific questions, please contact us!

What's in the planning toolkit?

Getting started

- Your Team

- Your Goal

Timeline

Outreach Materials

- FSN Materials

- Sample Social Media posts

- Sample Blurbs

- Sample Flyers

Getting Started

Donation drives are fun, but they do require a certain amount of planning to be successful. Here are some ideas to help you get started.

Who's on your Team?

You may want to recruit some other people to help you along the way. Some of the duties you may need help with include:

- Someone to oversee the details and answer all questions
- Liaison with management
- Advertising and promotion
- Photographer
- Public relations / media contact
- Coordinator of donation collection boxes
- Coordinator of donations storage
- Coordinator of packing and transporting the donations to our storage area

What's the goal?

Is there a specific amount of donations you want to raise? Are there specific items that are in need right now that you want to highlight? Encourage people to help you meet or surpass your goals by posting flyers and emphasizing the importance of the drive.

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 products instead of cash. See if your company is willing to donate a dollar for every hygiene product collected.

Timeline

Every drive is different. However you organize your drive, this sample timeline will guide you and ensure that it is successful from beginning to end.

6-8 weeks

- Decide on the type of drive and promotion that will work for your group. Does your group like some friendly competition? Will there be a theme? Will there be a kick-off / wrap-up event?
- Determine the date or period of time that you want to have your donation drive
- Meet with Family Supply Network staff for support and information
- Identify your team and assign tasks (see Page 4)

4-6 weeks

- Plan how to promote the drive. Will e-mails and social media be used?
- Have information about FSN and the drive available
- Figure out logistics such as collection points, boxes, storage, delivery
- Brief other staff / team members on planning and preparation for the drive

2-4 weeks

- Plan a post-event meeting to debrief and attend to any follow up tasks
- Draft agenda for the day of your event / week of the drive
- Work on your PR / media plan—how will you document the event?
- If needed, think about photo release forms, t-shirts, signage, etc.
- Plan any transportation / logistics
- Start finalizing things you may need at the donation drop-off stations such as flyers, signage, banners, drop-off boxes / bins

1-2 weeks

- Confirm all final details
- Make sure you have the donation drop-off stations ready to go
- Confirm materials needed on-site
- Send out final e-mails / reminders 1-2 days before the drive

1-2 weeks post-event

- Hold a debrief meeting with your team to talk about how the drive went
- Share information about FSN volunteer and support opportunities
- Receive a report from FSN about the impact of your donation drive (includes number of items donated, estimated cost, etc.)

Outreach Materials

FSN information flyer

FSN Brochure

FSN list of donation items

Sample Flyers

Sample Newsletter Article

Sample Facebook posts

Sample Facebook event

Sample Tweets



YOUR LOGO HERE

[Hygiene drive name]

Date of Drive

Drop-off Location

Time of Drive

[Informational blurb or picture; contact FSN for stock photos that you can use in your flyer]

Items needed:

- ◆ Soap
- ◆ Disposable razors & shaving cream
- ◆ Dishwashing detergent & dish soap
- ◆ Shampoo & conditioner
- ◆ Disposable razors
- ◆ Laundry detergent
- ◆ Feminine hygiene products
- ◆ Cleaning supplies
- ◆ Combs/brushes
- ◆ Toilet paper
- ◆ Deodorant
- ◆ Facial cleaning wipes
- ◆ Dental floss
- ◆ Toothbrushes & toothpaste

Items donated will be distributed to low-income, homeless and other vulnerable individuals and families in the Charleston, Berkeley, and Dorchester area.

Contact information :

Contact name,
Phone #,
Email address,
Website