

DONATION DRIVE (COMMUNITY)

Now more than ever, people are looking for ways to make a difference in their community. That's why hosting a donation drive is a great way to get involved and give back. To get started, pick an organization that will benefit from your effort. Ask what they need and focus on soliciting these specific items. Types of donations may include furniture, household items, clothing, shoes, or baby items. Next, pick a date for the drive, recruit volunteers, and reserve a truck. Make sure your donors know they need to have items clearly labeled and ready for pick-up the day of the event and confirm pick-up times in advance. It's always best if people can place their donations on their front porch, in their driveway, or inside their garage. Finally, get the word out. The more notice you can give people, the better. If you target your event for spring cleaning time, your organization will benefit. Also, depending on how many trucks and volunteers you have, you may want to limit the geographic area for pick-up. That way, you aren't traveling too far to pick up donations. And make sure people are clear on what can and cannot be accepted for donation. You want to make sure any items you accept can be received by the organization.

WHO TO INVITE

Get the word out to everyone in your sphere. Let them know what you're doing and encourage them to donate to your cause. Also feel free to share with people you don't know. Send a flyer to your neighborhood and ask friends to share on social media. This is a great opportunity for you to make new connections and show your support for the local community.

TIMING

Springtime is the best time to coordinate this event. Plus, the month of May is National Moving Month. Many people will be decluttering their homes and preparing for change which will provide you the opportunity to rake in the donations.

VENUE

This is a mobile event and you'll be traveling house-to-house to pick up donations. However, consider placing a donation bin on your front porch for friends and neighbors.

AGENDA

The following is a general timeline of events for the day of your Donation Drive.

1. Pick-Up Truck(s)
2. Meet Volunteers
3. Assign Routes
4. Donation Pick-Up
5. Donation Drop-Off
6. Volunteer Thank You

WHAT YOU NEED

Supplies

- ☐ Truck(s)
- ☐ Volunteer T. Shirts (with your brand)
- ☐ Cigarette lighter adaptor (for phone in truck)
- ☐ Charging cable (for phone in truck)
- ☐ Gable boxes (for box lunches)
- ☐ Donation box (for your front porch)
- ☐ Trash bags/extra boxes (for donation pick-up)
- ☐ Camera or phone for taking pictures

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

Awkward Agent®

Food & Drink

If you have recruited volunteers for this event, make sure they're well-hydrated and nourished throughout the day. Provide them with box lunches which may include:

- ☐ Sandwich
- ☐ Chips
- ☐ Pasta salad
- ☐ Fresh fruit
- ☐ Cookie
- ☐ Bottled water

After dropping off donations, consider treating your volunteers to drinks and appetizers at a local hot spot. This will provide you with the opportunity to say thanks and share tales about your travels.

GOOD VIBES ONLY

Icebreaker

Interested in starting a conversation on social media about your upcoming donation drive? How about letting your friends have a say in the organization you pick. Let people know what you're doing and ask them to nominate a group. Publish a list of top recommendations, take a poll, and pick a winner. Be sure you comment on everyone's posts.

Music

Make sure you've got some great music to listen to while you drive around town. If you've rented a truck, bring an adaptor and charging cable to plug in your phone. Otherwise, you may be limited to radio stations.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Personal phone calls
- ☐ Flyers
- ☐ Emails
- ☐ Text messages
- ☐ Social media

Collateral

Further promote your personal brand with the following:

- ☐ Volunteer T. Shirts
- ☐ Thank You cards
- ☐ Social media (post pictures of event and give shout outs)

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