

## **TIPS FOR A DRIVE**

### **SELECT THE DATES OF YOUR DRIVE**

There is no bad time to help people in need. Allow ample time for the drive so people who forget can participate. Many drives are one to two weeks in length. You may want to leave one drop-off box at the location for about a week following the drive so that people who were out of town can donate.

### **PLAN YOUR DRIVE**

You can structure the drive in any number of ways: For example, you could solicit directly from families and friends, ask local merchants or schools to allow donation drop-offs, or arrange for a drop-off at your workplace or home.

**A school collection:** You can create flyers to go home to parents, posters for the school and make presentations in class. Then collect donations on a designated day or have a collection box in the office.

**A community collection:** At a community-sponsored event, your group could host a drop-off booth. It could be promoted via local newspapers, radio, email lists, etc.

**A workplace donation drive:** This is an easy and convenient way for employees to connect with their community, knowing that they are helping men, women and children in need.

### **PUBLICIZE YOUR COAT DRIVE**

Publicize your drive as widely as possible, using local publications (print and online), posts in your community and email lists or electronic bulletin boards. Don't worry that you might get too big a response: that is rarely a problem with any charity-related event.

### **HOLD YOUR DRIVE!**

Leave extra time to get to the drive location, and make sure you have cell phone numbers of any volunteers helping with the drive. Consider providing refreshments and snacks for your volunteers. Make sure in advance that everyone has clear directions on how to find the drive location and that parking/transportation instructions are clear.

### **ARRANGE FOR DELIVERY OF YOUR DONATIONS**

Contact your organization of choice before your drive to learn of any special items needed to consider for your collection and to arrange a drop-off day and time.

### **TELL US ABOUT YOUR COLLECTION EFFORTS**

How many items did you collect? Please share a story about your experience, provide pictures of your collection and with individuals involved with their permission to post pictures on social media that recognize your efforts.