

DONATION DRIVE CHECKLIST

○ SELECT DRIVE DATES

Starting early will make planning your drive easy and stress-free. The most successful drives allow for three to six weeks of advertising, so you need to start planning at least a month in advance of when you want to host the drive.

- **Promotion Begins:** _____
- **Date Drive Begins:** _____
- **Date Drive Ends:** _____
- **Donation Delivery Date:** _____

○ SELECT DROP-OFF LOCATION

Choosing a good location is a key part of hosting a well-received donation drive. Consider the following questions when deciding where to host yours:

- 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 the entire drive?
- Will you be collecting every day, once-a-week, or on a single day?
- **Drop off Address/Location:** _____

- **Notes:** (*parking, access, hours, mapping, etc*) _____

○ RECRUIT ADDITIONAL SUPPORT

You can never have *too much help* for a donation drive. Start by recruiting influencers. The 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 _____

○ SPREAD THE WORD

It's human nature to want to do what others are doing. That's why people are more likely to donate when they have a connection to the cause. How can you spread the word to your network? Then ask these connections to repost, share, and retweet.

Friends _____

Family _____

Work _____

Clubs / Groups _____

Place of Worship _____

Neighbors _____

Other _____

- 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 Justa Center in the post, if possible
- Ask for partners, drive venue, friends, and family to share your post
- Promote via poster/flyer advertising the drive
 - Post at 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 emails to a group list

○ CONTACT JUSTA CENTER

Let us know about your drive; we can help promote it as well as prepare for the donations.

Do you want a Justa Center rep to speak to your group? Yes No

Will you need any of Justa's promotional resources, ready to personalize and use (see samples)

- Door hanger
- Hand-out postcard
- Small Flyer 5.5" x 8.5"
- Medium Flyer 8.5" x 11"
- Large Flyer 11" x 17"
- Large Poster 24" x 36"
- 4-up Rack Cards 8.5' x 14"
- Mail Out Postcards
- Online giving link to purchase drive items (see sample) Yes No
- Two-part carbon donation receipts for donors and records

CREATE YOUR DONATION DRIVE FOCUS/WISH LIST

The easier donation drives focus in on a theme or a set of items that are needed. Check the Justa Center Current Needs to help you know what is needed.

Make it as easy as possible for people to donate by sharing what you will accept. If you do not, people will assume they can donate anything and that's just too chaotic, trust us!

Examples of Donation Drive Themes

Self-care items – full or travel sized

Nurses Clinic items

Shelf-Stable Foods

Center Needs

Move-in Kit Items

Seasonal Drives

As you can imagine, there are times when specific donation drives really help:

- Heat-relief Needs (May-September)
- Winter Needs (October, November, December)
- Coat Drives (October, December, and February)
- Holiday Drives (Mother's Day, Father's Day, Christmas)

REMEMBER TO THANK EVERYONE

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
- Post about the great volunteers

COLLECTION DAY(S)

Time to get more people involved to inventory, stack, and help accepting donations

- If doing a shelf-stable food drive, Justa can deliver crates to stack and store items
- For other drives, discuss with a Justa representative on the options to reduce the clutter and increase ease of transport.
- Take photos for social media – promote your group!
 - Send 5 of your favorite photos to info@justacenter.org with the name of the group, tags for photo, and permission to use the photos.

○ **DELIVERY DAY(S)**

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

Partner: _____ Contact Info _____

Partner: _____ Contact Info _____

Partner: _____ Contact Info _____

Partner: _____ Contact Info _____

Meeting Time/Date/Location _____

Donations are accepted every day (except Thanksgiving and Christmas) from 8 a.m. to 2 p.m. at the Justa Center building at 1001 W Jefferson Street, Phoenix. Please contact Rudy Soliz at rudy@justacenter.org to schedule your drop off.