

How to Organize a Collection Drive



Step 1: Plan Your Drive

- ✓ Contact United Way of Northeast Florida's Volunteer and Community Engagement Manager, Erica La Spada at 904-390-4006 or erical@uwnefl.org to let us know you want to organize a drive. We can match you with an agency/program location that needs the items.
- ✓ Form a small team to run and support the drive. You may have a primary person to get things organized, but a successful drive is a team effort. Talk to others and get the buzz going!
- ✓ A drive typically lasts 2 weeks-1 month. You will need boxes, storage space for collected items, and electronic and physical fliers.
- ✓ Set concrete, impact-based goals for yourself and with your team.
- ✓ Designate a group member to track and share the results. For example, "Our team will report progress every Friday. The person responsible for reporting results for your team is ____."
- ✓ Consider incentives: Motivate your friends, church members and/or co-workers to donate by creating a competition or organizing a raffle. Keep track of which location gathers the greatest number of items.
- ✓ Record which individual contributes the greatest number of items. Consider recognizing the donors with certificates/awards.
- ✓ Spread the word: Decide how people will be encouraged to participate. The most successful way to gather items for a drive is to ask your personal network to contribute. These requests will

be most successful when made in person or by phone. Fliers and emails are useful, but less successful.

- ✓ Plan a kickoff event: your office could incorporate the kick off into a staff meeting, your faith group could request items at service or you could host a party and invite everyone to bring a drive item.

Step 2: Collect the drive items

- ✓ Set up one or more large containers (box, barrel, basket, etc) in central, highly visible, convenient areas. Be sure to use a flyer/poster to identify your containers.
- ✓ Use flyers and post it in high traffic areas. You will also want to email the drive information.
- ✓ List and describe the types of items you are collecting
- ✓ Keep track of your progress: you can track number of items collected, number of people asked to donate, number of drive bin locations and number of active volunteers.

Step 3: During Your Drive

- ✓ Keep track of the items you collect and share the results. Post a progress report or “thermometer” near the collection box to encourage more participation.
- ✓ Remember: Just about everyone wants to contribute, but they may need frequent, cheerful reminders to bring in their items!
- ✓ If your organization has a Facebook page, post your drive and progress there. If you have a business and are open to having customers or clients contribute items as well, make sure to include a drop off location.
- ✓ Two weeks before the collection drive ends, begin a countdown, e.g. ”Two weeks left. . . One week left. . . “

Step 4: After Your Drive

- ✓ The day after the drive ends, remove the collection box and thank everyone involved with a sign at the collection site and with a message everywhere you have announced the project. Feature a grand total and sincere Thank You!
- ✓ Contact United Way of Northeast to confirm where to drop off your collected items!