



IN-KIND DONATION DRIVE TOOL KIT



www.thefamilytree.org/host-drive



HOW TO USE THIS KIT

Thank you for choosing to support Family Tree and join our commitment to fighting child abuse, domestic violence and homelessness! This tool kit is designed to help you and your organization in the planning of your donation drive on behalf of Family Tree. The Family Tree staff are always willing to answer questions and provide guidance as you begin planning and executing your drive.

Contact Family Tree's Development Coordinator, **Tami Mawhir**, at tmawhir@thefamilytree.org or **(303) 403-5881** for more information or to get started.

Thank you again for your support!

Tami Mawhir

Development Coordinator

IN THIS KIT

- About Family Tree
- Drive ideas
- Planning your donation drive
- Volunteer opportunities: individual and group projects
- Sample social media posts
- Flyer template
- Sample email
- Family Tree contact info
- In-Kind Contribution Form

ABOUT FAMILY TREE

For over four decades, Family Tree has provided innovative, life-changing services designed to end child abuse, domestic violence and homelessness. As one of the only organization in the Denver metro area working to address the interconnectedness among these challenges, Family Tree is changing how individuals, families and communities see, respond to and overcome them.

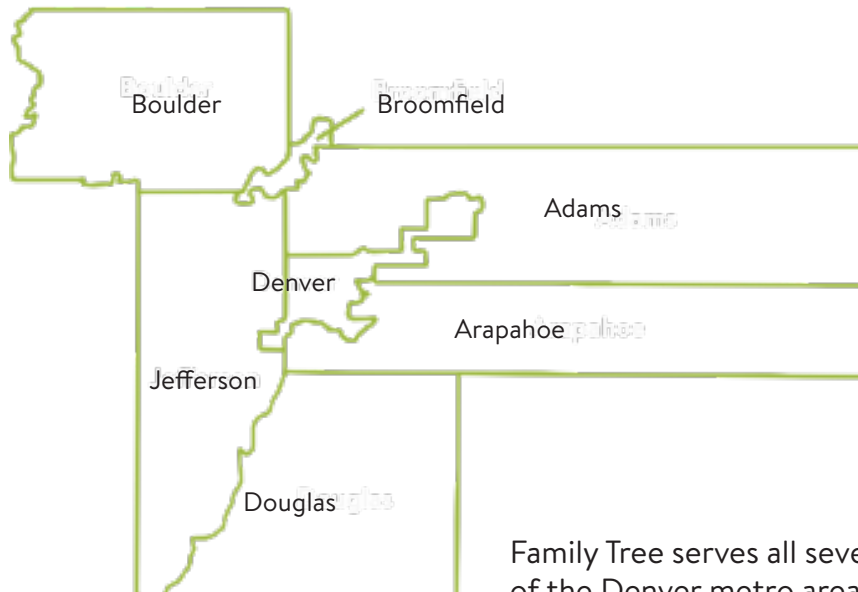
By leveraging a deeper, broader, and more holistic array of life-changing services and programs, Family Tree empowers individuals and families to discover their own strengths to create lasting, positive change.

Mission: To help people overcome child abuse, domestic violence and homelessness to become safe, strong and self-reliant.

Vision: To empower people and transform our community through innovative and integrated services.

Strategy: We will empower people experiencing crisis and trauma to improve their lives and achieve economic independence through proven, integrated services that meet the changing needs of our community.

Values: Accountability, Advocacy, Collaboration, Commitment, Diversity/Inclusiveness, Integrity



Family Tree serves all seven counties of the Denver metro area.

DRIVE IDEAS

- **Food Drives (anytime):** Collect non-perishable items for distribution to those we serve
- **Clothing Drives (anytime):** Collect new or gently-used clothing
- **Baby Drive (anytime):** Collect diapers, formula, car seats, etc.
- **Shelter Drive (anytime):** Donate personal hygiene items, non-perishable food, new toys, new clothing, new bedding & linens, cleaning supplies, gift cards, etc.
- **School Supply Drives (Aug. - Jan.):** Collect new school supplies
- **Holidays of Hope (Nov. - Dec.):** Donate holiday meals, toys, games, new clothing, gift cards, etc.
- **Cold Weather Drive (Nov. - Feb.):** Collect new or gently-used jackets, socks, hats, blankets, gloves, mittens, hand warmers, etc.

Please contact Tami Mawhir at tmawhir@thefamilytree.org for specific current needs!



PLANNING YOUR DRIVE

4 WEEKS OUT

- Decide how and where you will collect your items: door-to-door, in your office lobby, community center, shopping mall, church, recreation center, grocery store, etc.
- Choose a date for your event
- Let Family Tree know you are hosting a drive
- Set goals for the drive (ex. 5 boxes of coats or 500 cans of food)
- Send out evites/email/create FB event/post

1 WEEK OUT

- Make reminder calls, emails and FB posts
- Arrange transportation from collection site(s) to the Family Tree admin building:
3805 Marshall Street,
Wheat Ridge, CO 80033
Monday–Friday 9:00 am–4:00 pm

AFTER THE EVENT

- Thank your team! Be sure to thank your community and volunteers for all of their support! If you have photos from your drive you would like to share, please send them to tmawhir@thefamilytree.org or post them on social media and tag Family Tree (See page 5 for tips!)

2-3 WEEKS OUT

- Send out reminder evites/email/Facebook event post
- Confirm coordination with location
- Check in with Family Tree staff to request brochures, donation envelopes and forms

DAY OF EVENT

- Pre-sort donations: If you have the volunteer power, sort your donation (i.e. boxed or canned foods etc., age appropriateness of toys). Throw away open or leaking packages/cans, home-canned products, unlabeled food. If you doubt it's safe, throw it out. It is not worth taking chances
- Additional arrangement may be made by contacting **Tami Mawhir** at tmawhir@thefamilytree.org
- Be sure to fill out the In-Kind Contribution Form or Cash Receipt when you drop off your items



VOLUNTEER

Get more involved! Donate your time and talents at Family Tree to help families and individuals in the Denver metro area.

There are numerous long- and short- term volunteer opportunities at Family Tree. Visit our website www.thefamilytree.org/volunteer for more information on volunteering or contact Erika Nelson at enelson@thefamilytree.org or (303) 403- 5829.

Individual volunteer opportunities

Family Tree Roots of Courage: Family Advocate

Family Tree Legal Advocacy Program: Pro-Bono Lawyer

Family Tree Parenting Time Program: Host and Reception Support

Family Tree Parenting Time Program: Playtime Specialist

Family Tree Parenting Time Program: Supervised Visitation Monitor

Family Tree House of Hope: Dinner Donor

Family Tree Homelessness Program: Administration & Helpline Assistant

Family Tree Gifts & Community Support: Thrift Store Guru

Family Tree Gifts & Community Support: Marketing & Communications Support

Family Tree Administration: Community Support Specialist

Group opportunities

Family Tree is grateful to have corporations, civic groups, faith-based groups and the community at-large participate in what we like to call Project IMPACT. With the help of group volunteers, we are better able to serve our clients and provide life-changing services to help them become safe, strong, and self-reliant.

Group volunteer projects can be customized, depending on the preferences of each group, and may last a couple of hours to a full-day.



SAMPLE SOCIAL MEDIA POSTS

To tag Family Tree in your posts

- Facebook: [@familytreeinc](#)
- Twitter: [@familytreeinc](#)
- Instagram: [@thefamilytreeinc](#)

Sample posts

Facebook/Instagram:

_____ is hosting a cold weather donation drive for [@familytreeinc](#), a local organization dedicated to helping families, individuals and communities see, respond to and overcome the interconnected issues of child abuse, domestic violence and homelessness. We need coats, socks, hats, gloves, blankets, etc. Drop off your donations at ___(location)___ by ___(date)___.

_____ is hosting a school supply drive for [@familytreeinc](#), a local organization dedicated to helping families, individuals and communities overcome the interconnected issues of child abuse, domestic violence and homelessness. We need all types of school supplies (pencils, pens, paper, glue, crayons, etc.) Drop off your donation at ___(location)___ by ___(date)___." Thank you for your support!"

Twitter:

_____ is hosting a school supply drive for [@familytreeinc](#). Drop off items by ___(date)___ at ___(location)___.

_____ is hosting a school supply cold weather drive for [@familytreeinc](#). Drop off items by ___(date)___ at ___(location)___." Coats, hats, gloves etc. needed!"

Please contact Carly Bolliger, **Marketing and Communication Coordinator**, for help with design, social media, press releases and any other marketing needs at cbolliger@thefamilytree.org.

Your
Logo
Here

FAMILY TREE SCHOOL SUPPLY DRIVE

Donate back to school supplies for Family Tree!

When:

Where:

Special Instructions:

Supplies needed:

- pencils
- pens
- pocket folders
- 3-ring binders
- glue
- paper
- backpacks
- colored pencils
- notebooks
- markers
- lunch boxes
- safety scissors
- tissues
- crayons
- hand sanitizer

About Family Tree

For over four decades, Family Tree has provided innovative, life-changing services designed to end child abuse, domestic violence and homelessness. As the only organization in the Denver metro area working to address the interconnectedness among these challenges, Family Tree is changing how individuals, families and communities see, respond to and overcome them.

By leveraging a deeper, broader, and more holistic array of life-changing services and programs, Family Tree empowers individuals and families to discover their own strengths to create lasting, positive change.

Mission: To help people overcome child abuse, domestic violence and homelessness to become safe, strong and self-reliant.



FAMILY TREE IN-KIND DONATION DRIVE (SAMPLE EMAIL)

Hello friend!

I am hosting a Family Tree Donation Drive and want you to join! Please donate new school supplies for children in need. Family Tree's mission is to help people overcome child abuse, homelessness and domestic violence. This is an informal way to help children get the things they need to succeed. Please help support this great nonprofit that has been in the Denver metro area for over 40 years.

When:

Where:

Special Instructions:

Some supplies needed include: pens, pencils, notebooks, binders, backpacks, lunch boxes, etc.

Please let me know if you have any questions. Feel free to share this information with a friend or others in your community.

Thanks for all your help!



Please Contact Tami Mawhir,
Development Coordinator,
to get started with an in-kind
drive at **(303) 403-5881** or
[tmawhir@thefamilytree.org!](mailto:tmawhir@thefamilytree.org)





In-Kind Contribution Form

Please print clearly when completing this form.

Family Tree Program:

Gift Made By:

Date of Donation:

- Individual Business
- Church Organization
- Family

Name:

Address:

City: State: Zip:

Business/Organization Contact (if applicable):

Phone Number: (h) (w) (c) Email:

In an effort to reduce paper use at Family Tree, would you agree to receive acknowledgement letters via email? If you select no, a hard copy will be mailed to you at the address above.

Yes No

Would you like to sign up for Family Tree updates via email?

Yes No

Detailed description of donated good(s)/service(s):

Estimated fair market value of item(s): \$

Internal Use Only:

Family Tree Staff Name:

Date Emailed to GCS: