

The logo for FamilyTree features a stylized tree with a dark brown trunk and branches. Two black silhouettes of people are integrated into the tree's structure: one at the top left and another lower down on the right. The tree is adorned with several bright green leaves. To the right of the tree, the words "FamilyTree" are written in a green, sans-serif font.

# Donation Drive TOOLKIT



Family Tree partners with all people to prevent and overcome the interconnected issues of **child abuse**, **domestic violence** and **homelessness** to promote safety, healing and stability across generations.

THIS TOOL KIT IS DESIGNED TO **HELP IN THE PLANNING OF YOUR DONATION DRIVE ON BEHALF OF FAMILY TREE.**



## Drive IDEAS

- **FINANCIAL DRIVE** (*anytime*)  
Raise funds (cash & check) with your friends, co-workers or community group to allow for flexibility and a dynamic response to whatever current needs arise.
- **FOOD DRIVE** (*anytime*)  
Collect unopened, non-perishable, unexpired food for distribution to those we serve.
- **HYGIENE DRIVE** (*anytime*)  
Collect full-sized unopened, unexpired shampoo & conditioner (for all hair types), body wash, lotion, deodorant, toothbrushes, toothpaste and shaving supplies.
- **GIFT CARD DRIVE** (*anytime*)  
Gift cards give our clients the freedom to purchase what they need most. Suggested gift cards - Walmart, King Soopers, Visa, Mastercard, Uber, Lyft and gas cards.  
\*Please attach a gift receipt with the amount for each gift card\*
- **SHELTER DRIVE** (*anytime*)  
Donate unopened, unexpired hygiene items, non-perishable food, bedding & linens, cleaning supplies and gift cards.  
\*Please attach a gift receipt with the amount for each gift card\*
- **BABY DRIVE** (*anytime*)  
Collect diapers, pull-ups, formula, baby bottles, new car seats, strollers and portable playpens.
- **TRANSPORTATION DRIVE** (*anytime*)  
Help minimize the transportation barrier by collecting RTD passes, gift cards for gas stations, King Soopers, Walmart, Uber or Lyft.  
\*Please attach a gift receipt with the amount for each gift card\*
- **SCHOOL SUPPLY DRIVE** (*July - Sept*)  
Collect new school supplies, backpacks, lunch boxes and water bottles.
- **COLD WEATHER DRIVE** (*Sept - Mar*)  
Collect new coats, jackets, hoodies, socks, underwear, hats, blankets, gloves, hand warmers, and long underwear.
- **HOLIDAYS OF HOPE DRIVE** (*Oct - Dec*)  
Donate holiday meals, gift cards, household items, arts & crafts, STEM toys, Bluetooth speakers, earbuds, and gaming headphones.  
\*Please attach a gift receipt with the amount for each gift card\*

\*Family Tree **ONLY** collects **NEW** items and unexpired food and hygiene products



# THINGS TO Consider

## 4+ WEEKS OUT

- **LET FAMILY TREE KNOW** of your intent to host a drive. Plan for our most needed items
- **DETERMINE HOW** you will collect your items. Ex: in your office lobby, community center, shopping mall, place of worship, recreation center, grocery store
- **CHOOSE A DATE** for your event
- **SET GOALS** for the drive
- **PLAN LENGTH** of collection drive; 1 month, 1 week, 1 day
- **SPREAD THE WORD**

## 2-3 WEEKS OUT

- **TAG FAMILY TREE** in your social media posts
- **SEND OUT** invites/emails/social media posts
- **SHARE** this link to our donate page to provide an additional way to support Family Tree with a financial donation [Donate now](#)
- **REQUEST** brochures and Gift In-kind forms from Family Tree

## 1 WEEK OUT

- **MAKE REMINDER CALLS**, emails and social media posts
- **ARRANGE TRANSPORTATION** from collection site(s) to the Family Tree Wheat Ridge office:  
**3805 Marshall Street,  
Wheat Ridge, CO 80033  
Monday—Friday  
9:00 am—4:00 pm**  
if you need options outside of this time frame, please email [CGillings@thefamilytree.org](mailto:CGillings@thefamilytree.org)

## AFTER THE EVENT

- **THANK YOUR TEAM**  
Be sure to thank your community and volunteers for all of their support
- **PRE-SORT FOOD DONATIONS:**  
Dispose of any open or leaking packages/cans, home-canned products, unlabeled and expired food
- **COMPLETE GIFT IN-KIND FORM** to submit when you drop off your items

Please share photos with [LSmiles@thefamilytree.org](mailto:LSmiles@thefamilytree.org) or post them on social media and tag Family Tree



# Tag us on SOCIAL MEDIA



@familytreeinc



@thefamilytreeinc



@familytreeinc



@family-tree\_3

## SAMPLE POST

Description of Family Tree:

Family Tree partners with all people to prevent and overcome the interconnected issues of child abuse, domestic violence and homelessness to promote safety, healing and stability across generations.  
#FamilyTreeInc



## Contact US

Thank you for choosing to support Family Tree and join our commitment in ending child abuse, domestic violence and homelessness.

To create a record of donated items, complete this electronic [Gift In-kind form](#) or the printable version on the next page.

To submit Gift In-kind forms or if you need more information or have questions, please contact Cindy at [CGillings@thefamilytree.org](mailto:CGillings@thefamilytree.org)

For assistance with design, social media, press releases or any other marketing needs please contact Lauren Smiles at [LSmiles@thefamilytree.org](mailto:LSmiles@thefamilytree.org)

[WWW.THEFAMILYTREE.ORG/HOST-DRIVE](http://WWW.THEFAMILYTREE.ORG/HOST-DRIVE)

THANK YOU FOR YOUR DONATION



## Gift In-kind form

☐ General Family Tree use or specific program name: \_\_\_\_\_  
Date of donation: \_\_\_\_\_

- ☐ Individual/family ☐ Business ☐ Faith-based community  
☐ Organization ☐ Project impact (in-person volunteering)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business/organization contact (if applicable): \_\_\_\_\_

Phone: \_\_\_\_\_ ☐ (H) ☐ (W) ☐ (C) Email: \_\_\_\_\_

Description of donated good(s)/services(s)

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

Would you like Family Tree to contact you for future needs? ☐ Y ☐ N

Would you like to receive Family Tree's newsletter? ☐ Y ☐ N

How would you like to receive your thank you letter? ☐ Email ☐ Mail

Internal use Only

Family Tree Staff Name: \_\_\_\_\_  
Date emailed to GCS: \_\_\_\_\_

For questions or to submit your completed form, email [CGilings@thefamilytree.org](mailto:CGilings@thefamilytree.org)