

## 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

#### **AFTER THE EVENT**

- THANK YOUR TEAM

  Be sure to thank

  your community and

  volunteers for all of their

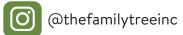
  support
- PRE-SORT FOOD
  DONATIONS:
  Dispose of any open or leaking packages/cans, home-canned products, unlabeled and expired food
- COMPLETE GIFT IN-KIND FORM to submit when you drop off your items

Pleas share photos with LSmiles@thefamilytree.org or post them on social media and tag Family Tree



## Tug us on SOCIAL MEDIA









#### **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 <u>Gift In-kind form</u> 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

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

WWW.THEFAMILYTREE.ORG/HOST-DRIVE

# THANK YOU FOR YOUR DONATION



## Gift In-kind form

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	<b>nmunily</b> eering)		Zip:		Email:			re needs?	? □Y □N er? □Email □Mail	Family Tree Staff Name:
בפס	☐ Individual/family ☐Business ☐Faith-based community ☐ Organization ☐ Project impact (in-person volunteering)		State:	t (if applicable):	(H) □(W) □(C) Email:	(s)/services(s)	of item(s): \$	Would you like Family Tree to contact you for future needs?	Would you like to receive Family Tree's newsletter?	Family Tre
	/family 🛮 Business iion 🔲 Project imp			Business/organization contact (if applicable):		Description of donated good(s)/services(s)	L Estimated fair market value of item(s): \$_	u like Family Tree to	u like to receive Far d you like to receiv	
	☐ Individual ☐ Organizal	Name:	Address: City:	Business/	Phone:	Descriptio	Estimated	Would yo	Would you How woul	

Date emailed to GCS:

For questions or to submit your completed form, email CGilings@thefamilytree.org