

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

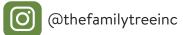
 support
- PRE-SORT FOOD
 DONATIONS:
 Dispose of any open or leaking packages/cans, home-canned products, unlabeled and expired food
- COMPLETE GIFT IN-KIND FORM to submit when you drop off your items

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

Would you like for your donation to go to a specific program or where it is needed most? :
☐ Individual/family ☐ Group
Name:
less/organization contact (if applicable): $\square(H) \square(C) \text{ Email:}$
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? \[\Boxed{\text{N}} \]
Would you like to receive Family Tree's newsletter? \square Υ \square \square
How would you like to receive your thank you letter? Email
We acknowledge you received no goods or services for this donation. Family Tree, Inc. is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code. EIN 84-0730973

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

Family Tree Staff Name: Date emailed to GCS:

Internal use Only