



## How to Organize a Successful Collection Drive

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### Step 1 – Organize your team

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- + Coordinator—manage overall efforts within your area.
- + Volunteers—brainstorm ideas and assist coordinator.

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### Step 2 – Establish the basics

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- + Decide what organization you will hold a collection drive for.
- + Contact organization to confirm most critical needs and discuss your group's plans to hold a collection drive for them.
- + Set a reasonable goal for your department/division/group. Keep in mind that the primary purpose is to provide quality donations for the community.

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### Step 3 – Get management support

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- + Senior management support is vital to the success of your collection drive. Keep them informed and involved. They might even have some really great ideas!
- + Let management know you are coordinating a collection drive and get their buy-in on the events you plan. Meet with them personally and send e-mail updates.
- + Ask your senior manager if they have any ideas on how to promote the drive. (TIP: Do this early in the process so you will have time to integrate their ideas into your plan.) For example:
  - o Ask your senior manager if they will donate a prize for a drawing, or a pizza party for the winning team, group, etc.
  - o Challenge his/her team to donate a certain amount of an item.
  - o Challenge another department in his/her division to see whose team can raise the most donations. The losing department could do something for the winning department.
  - o Send out an e-mail to his/her staff encouraging them to participate in the collection drive.

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### Step 4 – Promote the Collection Drive

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- + Develop a calendar of events for the week of the collection drive. (TIP: For inspiration, see the Promotional Ideas for Driving Participation)
- + Position volunteers at a table in your area in the morning, during lunch hour and at the end of the day to help collect donations and answer questions.
- + Make it fun! People are generous and willing to help. Be creative in asking for their donations, and they will amaze you!

**Sponsoring:**

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## **Step 5 – Collection Barrels/Boxes**

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- + Place barrels/boxes at all entrances.
- + All donations must be placed either in the entrance barrels/boxes or delivered to the (insert staging area location) no later than (insert date).
- + Each day check the barrels/boxes and transport full containers to the (insert staging area location) for delivery to (insert organization assisting).

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## **Step 6 – Collection Drive Week...Put your plan in action**

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- + Collection Drive is scheduled for (insert dates of collection drive)
- + Collect donations! Encourage donations of those items most needed at the agency you choose.

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## **Step 7 – Wrap Up**

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- + Thank your collection drive committee and participants.
- + Announce your team's results!