



## Guidelines to Organizing an In-Kind Donation Drive (2020)

Thank you for offering to organize a drive on behalf of Care For the Homeless. In-kind donations like these are simple but greatly appreciated, giving our homeless neighbors much needed help that can improve their lives. Below are a few guidelines to holding a drive at your workplace, school, library, local business, shopping center, faith-based organization, or grocery store.

For more information, please e-mail Jonathan Petrakakos at [jpetrakakos@cfhnyc.org](mailto:jpetrakakos@cfhnyc.org)

### Step 1: DECIDE WHICH DRIVE YOU WOULD LIKE TO DO

Items that are in need year-round include: full-sized personal care items (soap, shampoo, conditioner, toothbrushes, toothpaste, floss, small towels). Care For the Homeless also holds specialty drives throughout the year:

**June-September** | School Supplies Drive: crayons, paper, notebooks, calculators, construction paper, markers, highlighters, staplers, pens, pencils, protractors, rulers, compasses, blunted scissors, folders, graph paper, etc.

**September-January** | Pocketbooks for Paps Drive: purses, handbags, wallets

**October-February** | Winter Drive: scarves, gloves, hats, socks

**Step 2: Please inform Jonathan, if you intend to organize any type of drive on behalf of Care For the Homeless. He will work with you on your plans and help arrange for delivery of collected items.**

### Step 3: SET A TIMELINE AND LOCATION

**Timeline:** it is typically most effective to have start and end dates to the drive, with a one-week (minimum) to three-week (maximum) drop-off period. Be sure to PLAN far enough in advance of your drop-off period to promote the drive and give people a chance to collect items for your particular drive.

**Collection Site:** have people bring donations to one location during set hours during the drop-off period. Try to make the collection site a location that is monitored in some way (ex: a reception area) or designate a person or office to accept the donations. If you do have multiple locations, designate a collection site at each location.

### Step 4: CREATE A TEAM

Depending on the size of your project, it may be necessary to establish a small committee to plan and coordinate the drive. Select an overall coordinator (that may be you) and team leaders for individual tasks.

The team should:

- Help recruit volunteers for the drive
- Set up the collection site(s)
- Lead a shift during the event, if needed
- Help coordinate sorting and delivery after the drive
- Follow-up communication, including the results of the drive and thanking the supporters

### Step 5: GET THE WORD OUT

The key to a successful drive is to get the word out about the event. **Promote! Promote! Promote!** Send an e-blast to your peers, post flyers, and post on social media. We have a template flyer we can help you with; please contact Jonathan. Ideally, **advertise the drive for 2-3 weeks in advance**, then collect items during the set collection period.

### Step 6: FOLLOW UP

After all items are collected and counted, please notify Jonathan of the inventory and arrange delivery of items to **Care For the Homeless administrative offices at 30 East 33<sup>rd</sup> Street, 5<sup>th</sup> Floor, New York, NY 10016** (between Park and Madison). Acknowledge all volunteers, include how much was donated and whether there are plans for additional drives and (while it's still fresh in your mind) develop a list of lessons learned for future drives.

Note: We cannot accept coats at this time; if you would like to do a coat drive, please contact NYCares. We also cannot accept used technology, e.g. computers, laptops, phones, etc.