

## Coordinate a Drive for Impact

### Collection Drive Best Practices

**Determine Type:** Determine what kind of collection drive you will host. Example drives include:

- Book Drive
- Diaper Drive
- Hygiene Kit Drive
- Canned Food Drive

**Determine Who:** Pick an agency. Contact the agency and request list of needed items. We recommend you follow the list and only collect items needed. Agencies have a good understanding of their client's greatest needs. Collecting these items will ensure your collection drive is more impactful.

**Determine Timeframe:** Join forces with other company events, celebrations, holidays or during your United Way Campaign. Determine length of your drive. A typical drive lasts 1-3 weeks.

**Set Goals:** Setting goals for your collection drive helps motivate participants (i.e. 100% participation, X number of items collected).

**Pick a Drop-off Spot:** Pick a donation drop off point in your building. Make sure it is visible to everyone participating. Decorate boxes or give facts that support why the collection drive is important.

**Publicize and Tell People:** Raise awareness about the collection drive by word of mouth, through email and posting flyers in common areas. Include the population you are helping such as youth, families, women in shelters etc. and how it is helping them.

**Make it fun:** Creating a little competition within your organization; different departments, buildings etc. can help you get more people involved.

**Sort and Count:** Tally total items collected

**Deliver:** Set up time with the designated agency to deliver items and ask for a tour of the agency to better understand who they are serving.

**Thank You:** Say thank you to those that participated. Host a celebration to report the total numbers of items collected

**Share results:** Talk about the impact you made on social media using #UWECI or tag United Way of East Central Iowa. Share your results (# of diapers, books, hygiene items collected) and how it helped the agency you selected.