



DONATION DRIVE
HOW-TO GUIDE

Ooligan
PRESS | 

SCHOOL DONATION DRIVE HOW-TO GUIDE

Thank you so much for joining Ooligan Press in our fall donation drive efforts. This planning kit will assist you in coordinating an easy and successful drive.

Donation drives organized are invaluable in helping our communities to thrive together. All goods donated from this drive will assist your local community members, and we are beyond grateful for your amazing efforts.

If you have any specific questions, be sure to contact either Ooligan Press or the local charity you are planning to work with directly.

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Donation Drive Planning Kit

www.ooliganpress.pdx.edu/img/SIMJdonationkit.pdf

ORGANIZING THE DONATION DRIVE

Select and Contact an Organization

We have a few different organizations available for you to choose from to get your drive efforts moving. Below is a list of organizations and a sampling of their needed supplies and contact information. This list is designed to make donating items to local charities and service agencies as easy as possible. For more information on any of the organizations listed below and a formal list of their needed supplies, please visit their website or contact them directly by phone or email.

Portland Homeless Family Solutions

Portland, OR

“Portland Homeless Family Solutions empowers homeless families with children to get back into housing and to stay there long-term.”

Donation Items: Family clothing, hygiene items, medicine cabinet supplies, cleaning products, blankets.

Full list at: <http://www.pdxhfs.org/inkind-donations/>

Contact: <http://www.pdxhfs.org/contact/>

Oregon Food Bank

Portland, OR

“Feed the Human Spirit”

Donation Items: non-perishable foods such as peanut butter, dried/canned beans, pasta, rice, whole grain cereal, cooking oil, and canned tomatoes.

For more information: <https://www.oregonfoodbank.org/get-involved/host-a-food-or-fund-drive/>

Drive Registration: <https://www.oregonfoodbank.org/get-involved/host-a-food-or-fund-drive/register-request-supplies/>

The Children’s Book Bank

Portland, OR

“Closing the ‘Book Gap’ One Child at a Time”

Donations Items: Board books, picture books, alphabet books, books about numbers, colors, animals, shapes and words, story books, rhyming books, Dr. Seuss books, multicultural books and books in Spanish are greatly needed. Chapter books for elementary school students are also appreciated.

Drive Information and Registration:
<https://www.childrensbookbank.org/book-drive-basics/>

Once you have searched through the potential agencies, you will need to contact the agency you have chosen directly. When contacting an agency, it is best to give them a description of the item(s) you are trying to donate and let them know of any time constraints you may have.

Select a Committee

Donation drives are fun, but they also require a certain amount of planning in order to be successful. Gather a committee of people who want to be an integral part of your drive and assign everyone specific tasks. This may be a fun opportunity for students to get involved.

Some of the duties you may want to assign are as follows:

- Chairman of the committee to oversee all details and answer all questions
- Liaison with management
- Coordinator of advertising/promotion
- Photographer
- Outside public relations/media contact
- Coordinator of donation collection boxes
- Chief of storing the donations
- Coordinator of packing and transportation to the non-profit organization

Set Goals

Determine the number of donations you want to raise. Encourage people to help you meet or surpass your goals by putting up flyers and telling them the importance of your drive.

RUNNING THE DRIVE

Depending on what your planning committee decides, you can collect your donations at one or more locations in your school. Use collection bins that have a clear marking on them at all locations, along with posters and information increasing recognition and awareness.

Encourage everyone to promote the opportunity to students, colleagues, and peers in the weeks leading up to/during the event. Have the planning committee create promotional items (signs, banners, donation box signage, etc.).

Make the supply drive event a destination! Decorate a portion of the school and/or school office to make the drop-off area exciting. If desired, work alongside us here at Ooligan to engage with members of the local media to acknowledge your donation drive.

If applicable, incorporate the drive into an existing event, especially those surrounding holiday celebrations in the spirit of giving back to our community like Thanksgiving.

Utilize social networking resources like Facebook Causes and school newsletters to raise awareness for the donation drive. Leverage social media to excite your network by sharing specific supply needs. Send the fundraising opportunity to all employees or families.

Use relatable numbers. For example: \$5 donation purchases one notebook, one packet of pencils, and two erasers.

Share the fundraising progress with your school and with Ooligan.

TIMELINE

Every donation drive is different. Whatever form your donation drive takes, this sample timeline will help guide your collection and event planning from concept to celebration.

6-8 Weeks

Identify the organization that you plan to donate to. Set up time, dates, transportation, and logistical support. Organize and secure collection centers. Start promoting the project amongst colleagues, parents, the community, and the media. Determine the next steps for each member of the planning committee (their role and time commitment, and how to manage collection of supplies).

Let us help you! We are happy to help you organize media and publicity contacts and spread the word.

4-6 Weeks

Brief other staff and committee members on all aspects of the project and involve them in any further planning and preparation. Schedule a post-event meeting to ensure committee members are available to debrief and attend to follow-up tasks. Draft an agenda for the day/week of an event.

Notify your marketing & communication departments for PR/media plan. Discuss the documentation (photos, video) of the event. Recruit a volunteer photographer if possible. If needed, verify the need for a photo release form. Order signage or other collateral as needed. Plan any transportation and other logistical needs.

2-4 Weeks

Address any remaining questions and concerns. Recruit volunteers. Secure attendance of any guest speakers as needed for an event's agenda. Draft or secure talking points for guest speakers during the event. Finalize task lists and make sure all committee members are comfortable with the scope of their work.

1-2 Weeks

Confirm all final details. Make sure you have tables and chairs secured for all donation drop-off stations. Confirm that all materials needed will be on-site.

Pack a "project kit" to include things like:

- Signage and banners
- Pens and markers
- Tape
- Extra paper/card stock/poster board
- Flyers about the donation drive

SAMPLE POSTER/FLYER CONTENTS

First Annual Coat Drive

Help us collect coats for our neighbors in need.

All donations will be delivered to **[Organization]** on **[Date]** and will be put to good use in keeping our community members warm.

Our goal is **[Number of Coats]** to keep others warm!

[Organization] is in need of the following items:

Children's coats

Male Adult coats

Female Adult coats

Teenage coats

[Organization's Logo]

SAMPLE NEWSLETTER ARTICLE

Hygiene Products Needed

You can help people experiencing homelessness transition into housing.

Now through **[Date]**, we are collecting donations of hygiene products for **[Organization]**.

Your donations will help **[Organization]** meet its mission: **[Mission]**.

We are collecting donations of:

Toothpaste

Toothbrushes

Soap

Shampoo

Conditioner

Razors

Feminine hygiene products

Bring your donations to our collection boxes located at: **[Location]**.

Our donation drive coordinator is **[School Contact]** and can be reached at **[School Contact]**.

For more information on **[Organization]**, please visit their website at **[Website]** or call **[Phone Number]**.