



Guidelines to Organizing an In-Kind Donation Drive

Thank you for offering to organize a drive on behalf of Care For the Homeless. In-kind donations 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 CFH Chief Development and Communications Officer, Tracey Alexander, at talexander@cfhnyc.org.

Step 1: DECIDE WHICH DRIVE YOU WOULD LIKE TO DO

- **March-September:** Personal Care Items Drive: tissues, soaps, deodorant, shampoo, conditioner, hand sanitizer, dental hygiene products, combs, makeup, etc.
- **October-February:** Winter Accessories Drive- scarves, gloves, hats, socks

Step 2: Please inform us if you intend to organize any type of drive on behalf of CFH. We will work with you on your plans and help arrange for delivery of collected items, and if a corporate event, coordinate a Lunch & Learn opportunity if requested.

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 drop-off locations 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 maybe you) and team leaders for individual tasks.

The team should help recruit volunteers for the drive, set up the collection site(s), and lead a shift during the event, if needed. They can also help coordinate sorting and delivery after the drive and 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. 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 us and arrange delivery of items to Care For the Homeless administrative offices at **30 East 33rd St, 5th Floor, New York, NY 10016** (between Park and Madison). Pickups can sometimes be arranged. Drop-offs can be made during standard business hours and only after providing advance notice.

Note: We cannot accept used clothing or coats at our administrative office. We also cannot accept used technology, e.g. computers, laptops, phones, etc.