



**COMMUNITY  
MATTERS**

# Donation Drive

## Tool Kit



- p. 2..... Donation Drive Check List
- p. 3..... Fillable Donation Drive Flier 1
- p. 4..... Fillable Donation Drive Flier 2
- p. 5..... Tips for a Successful Donation Drive
- p. 6..... Sample Donation Drive Email
- p. 7..... Sample Reminder Email 1
- p. 8..... Sample Reminder Email 2
- p. 9..... Sample Thank You Email

**For more information contact Colleen O'Connor  
513-244-2214 ext. 204 | [colleen@cmcincy.org](mailto:colleen@cmcincy.org)**



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# Donation Drive Checklist

Ask for help. Recruit a few co-workers or friends to help you run the drive

Get support. This might mean getting approval from your supervisor, the communications department, or the school principal

Determine the dates for your drive. Give yourself plenty of time to advertise your drive. We recommend a month to prepare

Decide on incentives. How will you make your drive stand out? Check our our *Tips for Creating a Successful Drive* for ideas

Organize a collection site. Let us know if you need boxes or bins to help collect items

Schedule a delivery or pick-up by contacting Community Matters. Email or call [colleen@cmcincy.org](mailto:colleen@cmcincy.org) or 513-244-2214 ext. 204

Market your drive. Make announcements, send emails, hang fliers. Make sure participants know when and where to bring donations and of any incentives

Consider a volunteer day. Groups of 8 or less can volunteer to help stock the donations in our pantry. Contact us for more information.

Celebrate the success of your drive! Make sure to share how any items you donated and thank your participants. Send us pictures and stories so that we can share your success with our neighbors and friends

presents:

# Donation Drive

to support



COMMUNITY  
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to

Community Matters serves the Lower Price Hill area by working to create a thriving and more just community by removing barriers to opportunity. One of the ways they are able to do this is with the Community Market pantry. Serving over 500 families a year, and located in a food desert, Community Market is a vital part of the community.

## The pantry is in need of:



### non-perishable food items

- canned tuna
- canned chicken
- canned meat
- meals in a can (pork & beans, beef stew, chili)



### personal hygiene items

- feminine care items
- shampoo and soap
- diapers (loose are OK)
- formula
- toilet paper



### Cleaning Supplies

- aluminum foil
- dish soap
- household cleaners
- paper towels
- garbage bags



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# Donation Drive

for Community Market Pantry  
to

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### personal hygiene items

- feminine care items
- shampoo and soap
- diapers (loose are OK)
- formula
- toilet paper



### Cleaning Supplies

- laundry detergent
- dish soap
- household cleaners
- paper towels



# Tips for a Successful Donation Drive

## 1. SPREAD THE WORD

Good communication is key. Make sure everyone knows about the drive and how they can participate. It is often helpful to create a committee or appoint liaisons to be additional point people for your drive. The Donation Drive Toolbox has fillable fliers for you to use as well as sample emails and social media posts. We all need reminders, so make sure you have a plan to remind your participants to bring in donations. Start early and remind often! The more reminders, the more successful your drive.

## 2. SHARE THE “WHY”

Does your organization value strengthening the community, social responsibility, or philanthropy? Use your drive as a way to convey and teach these values. Some organizations use drives as a way to give back during a holiday. Other groups use the opportunity to volunteer in the pantry. You will find more information about the work of Community Matters in the Donation Drive Toolbox. Contact us if you would like to have your group visit the pantry.

## 3. MAKE IT EASY

Consider how you can make donating items as simple and convenient as possible for your participants. Can you collect items directly from the carpool line or from your neighbors' door step? Is there a high traffic spot where you can set up a donation bin? Some businesses distribute brown bags to each office and then pick them up later. Get creative and make it easy!

## 4. GIVE AN INCENTIVE

Want to increase participation? Here are 10 of our best ideas for incentives:

(1.) give donors free admission to a sporting event (2.) give donors a chance to win a prize (3.) give donors extra credit (4.) give donors a discount on admission to a dance or event (5.) give the winning team who brings in the most donations a pizza party (6.) give the person to bring in the most donations a day off (7.) give all donors a coupon (8.) give the rival organization who brings in the most donations a trophy and bragging rights (9.) give the incentive of seeing a leader get a pie in the face if a goal is reached (10.) give all donors a dress down day

## **SAMPLE LAUNCH EMAIL:**

### **You can help feed a family in need!**

From [insert start date] to [insert end date] [insert the name of your organization] will be hosting a donation drive to benefit Community Matters Cincinnati, a non-profit organization in Lower Price Hill that works to strengthen community by removing barriers to opportunity. One of the ways they achieve this mission is through the Community Market food pantry. In the last two years they have seen a 35% increase in pantry visitors. The Community Market food pantry now serves more than 600 families and provides over 50,000 meals.

**We need your help! We will be collecting non-perishable food items as well as hygiene items for Community Matters. Please bring all new or unwanted/unused items to [insert drop off location and time].**

### **Most needed items:**

- Canned meat (tuna, chicken, ham, etc)
- Beef stew
- Pork and beans
- Canned chili
- Meals in a can
- Fruit cocktail
- Corn flakes
- Household Items:
  - Aluminum Foil
  - Dish soap Shampoo/ Conditioner (full, travel size, or samples)
  - Toilet paper
  - Paper Towels
- Baby Items:
  - Diapers (Pull-Ups; single/opened packages also accepted)
  - Baby Wipes
  - Formula (unopened)
- Feminine Hygiene products (tampons, pads, and Depends)

For more information about Community Matters visit [www.cmcincy.org](http://www.cmcincy.org).

If you have any questions, please contact [contact name] at [contact information].

Thank you for your support!

## SAMPLE REMINDER EMAIL 1:

**Just a friendly reminder, we need YOUR help!**

**[Your organization name]** is collecting non-perishable food items as well as hygiene items for Community Matters from **[drive dates]**.

We believe in supporting Community Matters because we value their mission to create a thriving and more just community in Lower Price Hill. One way they help remove barriers to opportunity to accomplish their goals this is through their Community Market pantry. While most organizations and people think about donating around the holidays, there is greater need during the spring and summer months when kids are out of school and budgets are tighter.

**You can help by** bring new, unused, or unwanted items to **[insert drop off location and time]**. *Great items to consider donating are unused hotel soaps and shampoos, the diapers your child has grown out of, or unexpired canned meals sitting in your cabinet.*

Thank you again for supporting this great cause. Your donations will make an immediate difference to families in Lower Price Hill.

**[your name  
& contact information]**

### **Most needed items:**

- Canned meat (tuna, chicken, ham, etc)
- Beef stew
- Pork and beans
- Canned chili
- Meals in a can
- Fruit cocktail
- Corn flakes
- Household Items:
  - Aluminum Foil
  - Dish soap Shampoo/ Conditioner (full, travel size, or samples)
  - Toilet paper
  - Paper Towels
- Baby Items:
  - Diapers (Pull-Ups; single/opened packages also accepted)
  - Baby Wipes
  - Formula (unopened)
- Feminine Hygiene products (tampons, pads, and Depends)

## SAMPLE REMINDER EMAIL 2:

**Drop your items off TODAY!**

**[Your organization name]** is collecting non-perishable food items as well as hygiene items for Community Matters from **[drive dates]**.

Please bring items to **[insert drop off location and time]**. Your items will immediately support families and neighbors in Lower Price Hill!

To learn more about the community you are supporting and the work of Community Matters, check out this short video: <https://vimeo.com/254971592>.

Thanks again for your generosity,

**[your name  
& contact information]**

### **Most needed items:**

- Canned meat (tuna, chicken, ham, etc)
- Beef stew
- Pork and beans
- Canned chili
- Meals in a can
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- Household Items:
  - Aluminum Foil
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  - Formula (unopened)
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## **SAMPLE THANK YOU EMAIL:**

You are amazing! Thanks to all your generosity and hard work, [number of participants] individuals from [your organization's name] donated [# of items collected] to Community Matters, a non-profit in Lower Price Hill that works to create a thriving and more just community by removing barriers to opportunity. Your generous donations are helping to support over 600 families and serve 50,000 meals. This support directly impacts their stability so that they may participate fully in community life. We are so proud to support this mission with our efforts!

Our donation drive was a great success and we hope to host another next year. If you would like to learn about other ways you can support Community Matters, please visit [www.cmcincy.org](http://www.cmcincy.org).

Thanks again for a job well done!

[your name]