

Organize a Donation Drive!

Step-by-step instructions for organizing a successful donation drive at your business, school or college campus.

Who We Are:

- Catholic Charities Maine is one of the largest statewide private human service agencies in Maine .
- Serving and employing people of all faiths.
- A private, nonprofit, 501 (c)(3) organization.
- More than thirty programs and services that administer to over 50,000 people in Maine annually.

Why Your Participation Matters

When you donate your clothing and other household items to **Threads of Hope**, you are helping to support our thirty plus programs throughout the state of Maine. Our stores in Caribou, Monticello and Presque Isle benefit our Food Bank which serves 25 pantries in Aroostook County. The money you spend at our stores also keeps materials out of our landfills and gives them a “new life.”

1. How to organize your event:

- Give us a call! (Visit us at www.ThreadsOfHopeCCM.org for store phone numbers.) Or, email us at threads@ccmaine.org.
- Reach out to your local business communities and groups that can help you organize and promote a successful event.
 - High School:* School committees, sports clubs, student government, parents, PTA, principals and teachers.
 - College:* Fraternities, sororities, sports teams, social committees.
- Get permission form schools or local businesses in order to help coordinate drive and to help promote the event. You will need permission to post any signing on both public and private property.
- Organize: Plan out how you will best communicate your event and assign tasks.

We Can Provide You With:

- Portable donation boxes
- On-site box truck the day of the event
- Information kits
- Support and suggestions

2. Promote your event:

- Plan to promote your event at least 2 weeks ahead of time:
- Contact local newspapers, radio and television stations.
- Use social media Facebook, twitter, YouTube and texting.
- Post flyers and posters throughout schools and your local community.
- Use your school's resources to communicate event (website, newsletter, assembly, school government, etc.).
- Set up information centers that provide reminders along with additional information about the event. Many times, schools will coordinate raffles and giveaways with local businesses with proceeds that go back to the schools activities fund.
- Flyer cars at local grocery stores, sporting events and local, high traffic centers (get permission first!) Hand out flyers in your neighborhoods.
- Set up donation boxes in designated locations. Early collection is often a great motivator and helps pre-promote the event.
- Suggest the following on your materials:
 - Wash and dry clothing
 - Inspect for stains and holes
 - Test any electrical equipment and include information when available
 - We can not accept: Mattresses, Box Springs, cribs, car seats or older TV'S.

3. Day of the event:

- Assign volunteers to shifts throughout the day.
- Keep plenty of water and seating option on hand.
- Have plenty of garbage bags and large boxes to collect loose items.
- Pre-sort clothing in the truck. This helps the processing once it arrives at the store. If possible, have large banners near location entrance. Have volunteers waiving traffic to increase curiosity.
- Offer to unload cars.
- Take lots of pictures and ask people how they heard about the event.

4. After the event:

- Tell us how the event went.
- Tally your donations either by weight or bags/bins.
- Meet with a **Threads of Hope** staff member and give us feedback on how the event went!



A Catholic Charities Maine Thrift Store