

HOW TO ORGANIZE A PRODUCT DRIVE IN YOUR BUSINESS

- **Identify an area of interest** – Decide on what kind of drive you would like to hold and contact United Way to verify the need.
- **Get approval from the management or leadership of your organization** – You will need their help in promoting your drive and to make it a success.
- **Select a committee that can help you plan your drive** – Recruit individuals that are natural leaders in your organization and who are interested in motivating teammates and building a sense of community.
- **Select specific dates** – Determine if a two-week drive or a one-day collection would be most effective in maximizing participation.
- **Set goals** – This helps you build your momentum when you determine how much you would like to raise – if you have held a drive previously, advertise your past success and set a goal to increase by 25%.
- **Kick it off!** – Bring everyone together and explain the importance of your drive, educate them about the crisis, announce goals, and distribute other details.

HOW TO RUN A PRODUCT DRIVE IN YOUR BUSINESS

- **Set-up collection points and make it easy to participate** – Place signs, posters and collection boxes in high traffic areas. Lobbies and lunchrooms work best. Make sure you have an adequate supply of boxes and a place to store items until the drive is over.
- **Build awareness** – Give each participant a shopping bag with shopping list, provide participants with progress reports, and/or create a paycheck insert with details about your drive.
- **Involve everyone and make it competitive** – Offer a prize for the group that brings in the most donations, such as letting the winning department wear Casual Day attire or letting them go home an hour early on a Friday.
- **Arrange delivery of items** – Call to confirm delivery date and time. Make sure you have a photographer on hand at your delivery. See www.NSB UW.com for a list of drop-off locations.
- **Celebrate success and report results** – Make sure to thank everyone for their participation. Reiterate that every bit of help, small or large, helps out our community. Make sure your event has been covered in your company or organizational newsletter.

Call to action: If you are interested in conducting a product drive or need additional information, contact 922 0329

United Way can provide you with sample announcements, flyers and shopping lists.