

How to Plan a Collection Drive

Have you ever had trouble putting together a quick service project? Fear no more! We are here to help. Planning a collection drive is a great way to kick-off the school year with service that won't demand too much time as students get into a routine with new classes, sports, and other clubs. Collection drives are also a great way to support local community programs, as they always need resources to continue serving the community. Let's get started!

1. Assemble your Service Team.

- Contact your advisor, school guidance counselor, or school service coordinator to let them know you are interested in conducting a collection drive (For example, a school supplies drive to kick-off the new school year)
- Open involvement in planning your project to other students interested in service. This helps divide the different responsibilities that come with executing a collection drive.

Pro-Tip: Go with a group that has a connection to your school, to you, or who will come speak to your school or group. People are most likely to do work when they have a personal connection or relationship.

2. Choose an Organization to receive the donations from your collection drive.

- Here are some good questions to think about when deciding where to donate:
 - Does your own school need them?
 - Do you know of another school in your community that could benefit?
 - Would a local charitable organization (i.e. Big Brothers Big Sisters, Salvation Army, Food Banks, Volunteers of America, etc.) benefit from donations for their programming?
- Once you have decided upon a list of your top 3 recipients, contact them (in order of selection) to be sure that your donations would be beneficial for them

Pro-Tip: Take your service leadership team to tour the organization and/or meet with the organization's leadership. Learn some stories. Know how this organization makes a difference in the world and why YOU want to help them.

3. Publicize your Collection, Set a Deadline, and Collect Donations

- Alert your Student Y members and classmates as to where the donations will be collected. Be sure you have signage and boxes in locations where students can easily find them. (i.e. see if your school will allow you to keep boxes in the front office for the duration of the drive)
- Set a clear and short deadline (no more than 2 weeks) to create a sense of urgency.

- Publicize and Celebrate! Check-in on donations throughout the drive and talk about your progress. Share updates and pictures with your school and on social media showing the impact you are having on your community.

Pro-Tip: Do some kind of raffle or give-away for participants at the midpoint and end of the drive. Get something donated or have your leadership team volunteer something silly (like carrying someone's backpack around for the day, washing a car, or having everyone wear stickers with the largest donors' name on it at the midway point. Keep it fun!

4. Deliver the donations!

- Contact the recipient of the donations to find a good time when you could drop off the donations. Invite your service planning team to join in the delivery.
- If time allows, see about a quick tour of the facility or Q&A session with your receiving contact to find out even more about the organization to which you are donating, and how you can become further involved in the future!!

5. Follow-up with the recipient of your donations to see your impact.

- A couple weeks after the donation has been delivered, be sure to follow-up with your recipient. Some follow-up topics can include:
 - A "Thank You" for allowing you to serve them
 - A story of how the items you donated were used and have been helpful to their facilities and patrons
 - Any ideas of how you could serve them in the future

This model will help you quickly and effectively plan a great service project for your school while also building relationships with local organizations. Now that you have the tools to orchestrate a collection drive, start serving! If you have any questions, Y Staff are always here to help.