



# DONATION DRIVE PLANNING KIT

Are you interested in coordinating your own donation drive to raise financial donations or in-kind items for The Centers for Families and Children? This tool kit will provide you with the resources to help you plan and coordinate your donation drive. If you have any additional questions, please contact Alexa New, Vice President of Resource Development, by phone (216-325-9369) or e-mail ([alexa.new@thecentersohio.org](mailto:alexa.new@thecentersohio.org)).

***Thank you for your support of The Centers!***

## TOOLKIT CONTENTS

Planning Your Donation Drive	pg2	
Wrapping Up Your Donation Drive	pg3	
Fundraising Ideas	pg4	
In-Kind Donations Wish List	pg5	
The Centers for Families and Children: Who We Are	pg6	
In-Kind Contribution Reporting Form	pg7	

## OUR MISSION

We believe lasting, positive change begins with access to opportunities. We bridge the opportunity gap by connecting as many people as possible to effective health care, education and essential human services. The Centers is one of the oldest and largest nonprofit organizations in Northeast Ohio, serving more than 20,000 people annually in our community.

Visit [TheCentersOhio.org](http://TheCentersOhio.org) to learn more.

# PLANNING YOUR DONATION DRIVE

1

## **The first step in planning your drive is deciding what you would like to collect.**

Financial donations are always a great place to start (make checks payable to The Centers for Families and Children). They allow The Centers to use the funds to support our programs where the money is most needed. It is also easy for people to contribute, in that they do not need to go shopping or search their home for the items you are looking to collect. If you do choose to collect in-kind donations (see In-Kind Donations Wish List, page 5), it might be helpful to narrow the focus of your drive to specific items. For example, a Back-to-School drive to collect school supplies for our early learning centers, or a clothing drive to collect interview clothes for our El Barrio Workforce Development clients. You can also give supporters the option to donate both!

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2

## **It is a good idea, although not necessary, to create a goal for your fundraising drive.**

Having a goal will help you communicate with your supporters how the drive is doing, how their support is helping you reach that goal and how much further you have to go to make goal. For example, you could create a goal to raise \$500 from your coworker or neighbors, or a goal to collect school supplies to fill 15 backpacks for children in our early learning program.

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3

**Decide the length of your drive.** Perhaps it will be a one-day fundraiser event (see page 4 for fun fundraising ideas), or a month-long drive, or even an ongoing collection. Whatever you decide, you will want to communicate that when you are marketing your drive.

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4

If you are hosting the drive at your church or place of work, get permission from the appropriate people to host the drive and, if needed, to place collection bins at various locations throughout the building. Some companies may have policies around hosting fundraising drives at the workplace, so talk to your supervisor and get the appropriate approvals. Management support of fundraising events is key and can even help boost participation.

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**Is a Matching Gift Available?** If you are with a company, many companies are willing and able to make a matching gift of their employees' contributions – even when employees are donating items instead of cash. Check with your company to see if they will match donations, or contact us to check our comprehensive database of mating gift instructions and eligibility requirements.

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**Advertise! Advertise! Advertise!** Once you have all the pre-planning completed, you will want to get the word out there: what you are collecting and for what cause, what your goal is if you set one, and what the deadline is for making donations. Some ways to spread the word include flyers and posters, emails, company newsletters, church bulletins and social media sites.

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7

**Begin your drive!** If your drive is for a longer period of time and you did set a goal, update your supporters on progress throughout the drive. When the drive is over, share the results with everyone who participated and thank them for their help.

# WRAPPING UP YOUR DONATION DRIVE

1

**Once your drive is completed, you will want to turn in your donations to The Centers.**

Checks should be made payable to The Centers for Families and Children. Financial donations can be dropped off or mailed in to the address listed below. In-kind donations should be dropped off at the location listed below. For drop off of donations, please call 216-325-9350 in advance to arrange a time. Normal hours of operation are Monday through Friday 8am to 5pm. *Drop off outside of normal hours can be arranged on a case by case basis.*

**The Centers for Families and Children**

Attn: Resource Development  
4500 Euclid Ave.  
Cleveland, OH 44103

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For financial and in-kind donations, any donor who we have a mailing address for will receive an official thank you letter from The Centers that can also be used as a receipt for tax-purposes. If the donor's name is not listed on their check, or if they donated cash or an in-kind item and would like to receive a receipt from The Centers, please collect their name, address and amount or item donated on a sheet of paper and send that in with the donations so that we may thank them properly.

3

When sending in financial donations please also include with the donation your name and contact information as the drive coordinator, and any additional information you want to share about your drive, so that we may thank you as well for coordinating this effort on our behalf.

4

For in-kind donation drives, the In-Kind Contribution Form will need to be filled out when you drop off the donations. You can fill this out in advance and bring it in with you (see page 7), or we can provide you with the form to fill out when you arrive. This form can also be signed by our staff for use for tax deduction purposes.



## FUND RAISING IDEAS

**Host a Jeans Day or Dress Down Day at your office.** Ask coworkers to donate a set dollar amount (for example, \$10) or bring in an item (for example, two school supply items), and in exchange they can dress in casual clothes for a day. Some companies have designated a specific day for dress downs, others let the employee choose any day they wish. Talk to your company in advance of planning a Dress Down Day to get the proper approvals.

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**Competition between groups or departments.** Competitions between groups can be fun and can encourage people to stretch a little further in their donation. Have groups compete on who can raise the most money in a set period of time, like a week or month, or who can raise \$500 first. Don't forget to get management approval if competition will be workplace based. Management approval and participation can help results as well!

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**Have a bake sale.** People love to eat, so have a bake sale, a pancake breakfast, a make-your-own-sundae bar, or a hot dog lunch and all proceeds will be donated. This is also a great way to introduce kids or a classroom of students to charity and helping those in need.

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**Host a virtual drive.** For friends and family not located nearby, you can host a virtual drive. Promote your drive through email and social media. Direct supporters to our website to make a financial donation in support of your drive. On the donation form, they can credit their donation to your donation drive efforts in the Recognition section by checking the "I am donating on behalf of a corporation or group", they can enter the name of your drive in that field (for example: PNC's virtual drive, or Amy's Holiday Donation Drive).

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**Get creative.** There are many fun things you can do to raise money or in-kind donations. These listed here are just a few. Get creative and come up with your own, and have fun!



# **IN-KIND DONATION WISH LIST**

**Interview and work clothes:** (in various adult male and female sizes):

- black pants
- black shoes
- white button-down shirts

**Gently used or new clothing for all occasions and seasons:** (adults & children sizes)

- School supplies:
- Backpacks
- Crayons
- Pencils
- Scissors, etc.

**Small household items:**

- Books
- Lamps
- Pictures
- Linens
- Dishes
- Pots & Pans
- Microwaves
- TVs
- Toys
- Decorative items

**Larger household items:**

- Bookcases
- Small dressers
- Children's bikes
- Folding chairs
- Children's stroller
- High chairs

**Interested in donating larger items like furniture or items in larger quantities?**

Please contact us in advance (216.325.9350) to make sure we have the room to accept and store the items.

**Our in-kind donation wish list changes with the needs of our clients.**

Do you have something that you would like to donate that you don't see on the list?  
Contact us to see if it is one of our current needs!

**IF YOU HAVE QUESTIONS, PLEASE CONTACT**

Alexa New, VP of Resource Development at 216-325-9369 or [alexa.new@thecentersohio.org](mailto:alexa.new@thecentersohio.org).

