



Coordinating a Donation Drive for The Aliveness Project



Thank You!

We are so glad that you are organizing a donation drive to benefit The Aliveness Project. Community support from people and organizations like yours are crucial to our success. Donation drives allow The Aliveness Project to help thousands of people living with HIV and their families by:

- Providing hot and nutritious scratch-cooked meals, designed to reduce chronic inflammation, a common and destructive symptom of HIV
- Connecting people living with HIV to supportive services like case management, which provide stability, a key factor in achieving and maintaining wellness
- Offering integrative therapies like acupuncture, massage, and chiropractic treatments to alleviate the side effects of HIV and HIV medications
- Linking people living with HIV to medical treatment to help them achieve viral suppression, medication adherence, and reducing the likelihood they'll transmit HIV to others

Thank you for choosing to partner with The Aliveness Project!

Let's Get Started!

Organize a Drive Team

Donation drives are fun, but they also require planning and people in order to be successful. Gather a team that wants to be an integral part of the drive. Each person should be assigned specific task including:

- Chair to oversee the details and answer questions
- Accounting to keep track of donations and collect money
- Advertising/Promotions/Social Media
- Coordination of item collection
- Sorting/packing
- Delivery to The Aliveness Project
- Photography

Decide the Type of Drive

There are four main types of donation drives you can do for The Aliveness Project:

Food Shelf Drive

Your donations of perishable and non-perishable food items will provide groceries to people living with HIV and their families through our Food Shelf. A list of requested items compatible with our Healthy Foods Policy is included at the end of this packet.

Winter Wear Drive

Your donations of winter wear (scarves, gloves, hats, and wool socks) will be distributed in December through The Aliveness Project's Holiday Gift Program.

Service Drive

Your monetary donations will directly support the community center and supportive services accessed by The Aliveness Project's members.

House Party

Host a gathering in your home for a holiday or your birthday. Invite guests to bring a donation – cash, food, or winter wear – in lieu of gifts. A wonderful way to celebrate by giving to those you need and gather with those you love. This is a simple way to support The Aliveness Project without having to organize a formal drive.

Select Drive Dates and Times

Determine what dates and times would be most effective to maximize support of your drive and donations. Are you going to have a one day, one week, or month-long event? Find out if there are any special events coming up that you could tie into your drive to help increase donations. Once the timeframe, dates, and type of drive are determined, make sure you have permission to hold the drive on the chosen dates at the selected location.

Set a Drive Goal

Set a goal for how much you want to collect. If you have done drives in the past, how much did you collect? Can you beat that record this time around? Setting a goal helps increase excitement and participation as you get close to reaching your goal.

Register Your Drive

Submit The Aliveness Project's event registration form. Completing this form helps us support your efforts and track your donations.

Ask for Match Dollars

Ask your organization or company to make a matching gift. With service drives, ask your company or organization leadership if they would be willing and able to donate \$1 for each \$1 donated. With food and winter wear drives, ask your company to donate a dollar amount for every pound or item collected.

Running a Drive

Promote the Drive

Let people know about your drive and how they can participate. Create posters about HIV to raise awareness of the need that exists in our community. Put up flyers, use email, send a memo, and place articles in newsletters and bulletins. Make sure the announcements are timely, concise, and ignite excitement about your drive. Ask for a copy of The Aliveness Project's brochure to hand out before your drive. Use social media such as Twitter or Facebook to help reach or increase your audience. Be creative!

Request an Aliveness speaker

The Aliveness Project will provide a speaker upon request to talk to your group or company about HIV in Minnesota and The Aliveness Project's role in ending the epidemic. Donation drives offers an excellent opportunity to educate participants about HIV and the positive impact The Aliveness Project is having in the lives of people living with HIV.

Make the Drive Convenient

Drive collection sites should be easy to find, visible, and well-advertised. Central high-traffic locations such as break rooms, lobbies, and meeting rooms work well. Make sure to get approval for the donation drop-off location(s) before your drive begins.

Prepare to Collect Donations

In-Kind Donations of Items: Get boxes ready for the donations. Label your boxes to let everyone know you are collecting items for The Aliveness Project. Place boxes in visible, high-traffic areas.

Financial Donations: Let people know that financial donations are accepted and encouraged. Acquire a secure container to be used for collecting financial donations. Have Aliveness donation envelopes or forms available.

Sort Donations

As donations are received, take time to look through the donations for any items that cannot be used by The Aliveness Project such as used socks or expired food. Take pictures of your donations before they are organized and packed to show everyone your success!

Deliver Donations

Delivering donations can be a great way to engage others and generate excitement about the success of your drive. Wear school/office/organization t-shirts to promote your drive. Consider inviting donors to assist in the delivery of donations. Put all donations in sturdy containers or boxes labeled for The Aliveness Project. Remember that someone will have to lift the box, so don't over pack. Verify the drop-off date and time with The Aliveness Project.

Celebrate Your Success!

When your drive is complete, share your success and give thanks! Thank everyone for their part in the success of your drive. Share photos, stories, and videos of the event. Use social media and other media to let people know about your group's achievements. Sharing success increases awareness and lets people know the impact they have made. When you are sharing your stories, make sure to send them to The Aliveness Project, too!

Donation Drive Timeline (Example)

6-8 Weeks

- Organize your donation drive team. Schedule face-to-face or phone meetings to discuss project ideas.
- Decide the type of drive you would like to do.
- Determine what items your group is going to collect during the drive.

- Set a donation drive goal.
- Ask company or organizational leaders for permission to do the drive, get authorization for your drive dates and collection locations, and ask about the possibility of a company-organizational financial match.
- Complete The Aliveness Project's Event Registration form at the end of this packet. Email it to events@aliveness.org.
- Find out the submission deadline dates for organization/company newsletter and bulletin articles.

4-6 Weeks

- Brief your drive team on all aspects of the drive and involve them in planning and preparation by assigning specific tasks/roles.
- Schedule a post-event meeting to debrief, complete any follow-up tasks, and celebrate your team's success.
- Create an agenda for the donation drive.
- Determine who will be the photographer for the event, and verify the need for photo release forms.
- Begin recruiting volunteers to sort and deliver drive items to The Aliveness Project.
- Create a tracking and information system to keep participants updated about the donation drive's progress. Create a thermometer-like donation goal chart or start an online blog about the event.
- Write and proofread articles for newsletters and bulletins.
- Promote your donation drive.

2-4 Weeks

- Tour the collection sites. Decide where the boxes will be located and make sure there's room for the boxes in the selected space. Address any remaining questions or concerns.
- Submit articles for newsletters and bulletins before submission deadline dates.
- Encourage people to promote the upcoming drive to colleagues and peers.
- Place flyers and signage in high traffic areas.

1-2 Weeks

- Make announcements about the drive at meetings or gatherings.
- Begin collecting boxes for the event. Have donation boxes clearly labeled for the event.
- Print signage for the donation boxes.

- Have copies of The Aliveness Project’s donation form and envelopes available for participants who want a tax receipt or make a cash donation.
- Organize a “project kit” for any on-hand items that may be needed on donation collection days.
- Ramp up your team’s promotion of the event. You are in the final stretch!

During the Donation Drive

- Be sure to keep an eye on donation boxes. Move donations to a safe and secure place as boxes fill up.
- Contact The Aliveness Project to verify your donation delivery date and time.
- Frequently update your tracking poster/system to let everyone know how close your drive is to the goal.
- Take lots of pictures to celebrate your drive’s success.
- Say THANK YOU to all the participants who are making your group’s drive a success.

Food Drive Donation List

Fruits

Fresh
Canned (packed in their own juice)
Dried
Fruit cups
100% fruit juice (not frozen)

Vegetables

Fresh
Canned*
Spaghetti or tomato sauce
100% vegetable juice

Grains

Whole grain/wheat pasta, cereal,
tortillas, and crackers
Oatmeal
Granola
Rice cakes
Quinoa

Protein

Canned tuna or salmon (in water)
Canned chicken
Nuts (almonds, walnuts, cashews)
Peanut butter and nut butters
Canned beans*
Canned stew and chili*

Other

Seasonings without salt
Whole leaf herbs
Olive oil
Non-stick cooking spray
Salsa
Hearty/chunky soup*
Coffee
Tea
Powdered or canned milk
Ensure or Boost nutritional supplements

Hygiene Items

Toilet paper
Facial tissue
Bath soap
Shampoo & conditioner
Deodorant
Feminine Care items
Laundry soap
Bleach
Toothpaste & toothbrush
Mouthwash
Disposable razor
Hand lotion

*Low sodium or no salt added



Aliveness Project Food Drive Event Registration Form

the **Aliveness** project

Company/Organization/School

Contact Person and Title

Mailing Address

City, State, Zip Code

Email

Phone

Website or Facebook page

Type of Drive

Description of Event

Proposed Date(s) of Drive

Start/End Times

Drive Location

Would you like a speaker from
Aliveness?

Yes

No

Will Aliveness be the sole
beneficiary?

Yes

No

If not, who are the other
partners and how will
donations be divided?

Date donations will be
delivered to Aliveness

Once your registration has been reviewed, The Aliveness Project will send logos and other information for your drive.