



**Coordinating a  
Donation Drive for  
The Aliveness Project**





## Thank You!

We are so glad you are organizing a donation drive to benefit The Aliveness Project. Community support, from people and organizations like yours, is 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 reduce the likelihood of HIV transmission to others.

Again, thank you for choosing to partner with The Aliveness Project!



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## ***Let's Get Started!...***

### **Planning a Drive**

#### ***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; oversee details and answer questions throughout the planning process.
- Accounting; tracks donations and collects money
- Advertising/Promotions/Social Media
- Logistics; coordinates 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 [located on page 8](#).

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

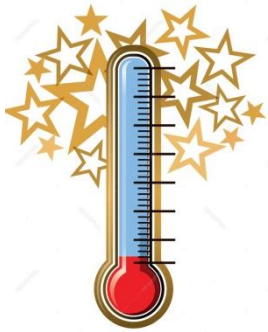


## Planning a Drive

(continued)

### **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? Are there any upcoming special you could tie into your drive to help increase donations. Once the timeframe, date(s), and type of drive are determined, make sure you have permission to hold the drive on the chosen date(s) at the selected location(s).



### **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 drive registration form. Completing this form helps us support your efforts and track your donations. **The Drive Registration form is located on page 9.**



### **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 work well (such as break rooms, lobbies, and meeting rooms). 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.



## Running a Drive

(continued)

### **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 stores, make sure to send them to The Aliveness Project, too!



# Donation Drive Timeline

(Example)

## 6 - 8 Weeks

- Ask company or organization leaders for permission to do the drive.
- Organize donation drive team(s).
- Schedule face-to-face and/or phone meetings to discuss project ideas.
- Decide the type of drive you would like to do; Winter Wear or Food Shelf
- Determine what items your group is going to collect during the drive.
- Set a donation drive goal.
- Get authorization for your drive dates and collection locations.
- Ask company or organizational leaders about the possibility of a company-organizational financial match.
- Complete Aliveness Project's drive registration. Email to: [events@aliveness.org](mailto:events@aliveness.org).
- Find out submission deadlines for organization/company newsletter.



## 4 - 6 Weeks

- Brief your drive team(s) on all aspects of the drive; 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 drive.
- Determine who will be the photographer for the event, and verify any need for photo release forms.
- Recruit volunteers to sort and deliver drive items to The Aliveness Project.
- Create a tracking and information system to keep participants updated about the drive's progress.
- Create a donation goal "thermometer" or start an online blog for the drive.
- Write and proofread newsletter articles.
- Promote your donation drive via social media, direct mail, internal posters, and/or organizational newsletter.

## Donation Drive Timeline

(continued)

### 2 - 4 Weeks

- Tour the collection sites. Decide where boxes will be located and make sure there's room for the boxes in the selected space. Address 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 drive. Have donation boxes clearly labeled.
- Print donation box signage.
- Don't forget to have The Aliveness Project's donation forms and envelopes available for participants who want a tax receipt or make a cash donation.
- Organize a "day-of project kit" for items that may be needed on donation collection days. (i.e. markers, tape, staplers, etc)
- Ramp up your team's drive promotions.
- Great Job! *You're in the final stretch!*



### During the Drive

- Keep an eye on donation boxes. Move donations to a safe and secure place as boxes are filled.
- Confirm donation delivery date and time with The Aliveness Project. Donation drive items are due to The Aliveness Project *no later than Wednesday, December 12, 2018.*
- Update tracking posters/systems to let everyone know how close the drive is to goal.
- Take lots of pictures and promote on social media.
- Say Thank you to the participants who are making the drive a success.



## FOOD DRIVE DONATION LIST

Your donations of perishable and non-perishable food items will provide groceries to people living with HIV (and their families) through our Food Shelf. Below is a list of requested items compatible with The Aliveness Project's Healthy Foods Policy.

### 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  
Crackers  
Oatmeal  
Granola  
Rice Cakes  
Quinoa

### PROTEINS

Canned Tuna (*in water*)  
Canned 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 Milk  
Canned Milk  
Ensure Nutritional Supplements  
Boost Nutritional Supplements

### HYGIENE ITEMS

Toilet Paper  
Facial Tissues  
Bath Soap  
Shampoo & Conditioner  
Deodorant  
Feminine Care Items  
Laundry Soap  
Bleach  
Toothpaste  
Toothbrushes  
Mouthwash  
Disposable Razors  
Hand Lotion

*\*Low sodium or no salt added*





the **Aliveness** project

## Drive Registration Form

<b>Company   Organization   School:</b>							
<b>Primary Contact:</b>				<b>Title:</b>			
<b>Primary Phone:</b>				<b>Primary Mobile:</b>			
<b>Primary Email:</b>							
<b>Mailing Address:</b>							
<b>City:</b>		<b>State:</b>			<b>Zip Code:</b>		
<b>Website or Facebook Page:</b>							
<b>Type of Drive:</b>		<b>Winter Wear:</b> <input type="checkbox"/>		<b>Food Drive:</b> <input type="checkbox"/>		<b>Other:</b> <input type="checkbox"/>	
<b>Event Description:</b> _____ _____							
<b>Drive Date(s):</b>							
<b>Start Time</b>	<b>End Time</b>						
<b>Location(s): Street:</b>							
<b>City:</b>							
<b>State:</b>							
<b>Zip:</b>							
<b>Would you like a speaker from The Aliveness Project?</b>				<b>Yes:</b> <input type="checkbox"/>		<b>No:</b> <input type="checkbox"/>	
<b>Will The Aliveness Project be the Sole Beneficiary?</b>				<b>Yes:</b> <input type="checkbox"/>		<b>No:</b> <input type="checkbox"/>	
<b>If not, who are the other beneficiaries?</b>		_____					
<b>And how will donations be divided?</b>		_____					
<b>The Date Donations will be delivered to The Aliveness Project?</b> <i>(Deliveries due no later than Wednesday December 12, 2018)</i>							

Once your Drive Registration has been reviewed and approved, The Aliveness Project will provide the appropriate logos, materials, and additional information. Thank you for partnering with The Aliveness Project for your Upcoming Drive(s).

**For More Information, please contact:**

Don Blyler III | Events & Digital Media Manager

Email: [Donb@aliveness.org](mailto:Donb@aliveness.org) or call: 612.822.7947 x 207

