

Collection Drives

Cause: Support a worthy organization or family by hosting a collection drive in your community.

Step 1: Choose a Drive
There are a variety of drives from which to choose. Choosing the right drive for your chapter can make all the difference between a low interest and an exciting and compelling drive. Below are some collection drive ideas.

Year-Round Drives

Food collection
Personal hygiene
Bedding, blankets, and towels
Books
Create-a-drive

Seasonal Drives

Warm coats and clothing
Spring baskets
School supplies
Holiday food
Christmas gifts

Step 2: Motivate Your Chapter
Getting others involved is the key to the success of any drive. Here are some methods that work:

- Competitive: Provide a way for one team to “out do” another
- Compassion: Make your chapter aware of the needs it is meeting
- Contribution: Everyone has something to give

Your chapter might want to also consider one of the following motivational tools:

- Progress-o-meter
- Appreciation gifts
- Awards, trophies, and plaques
- Pizza party
- Celebration event photos
- Social recognition
- Matching gift program

Step 3: Set Goals and Promote the Drive

Determine the amount of items you want to collect. Encourage people to help you meet or surpass your goals by putting up flyers and telling them the importance of your collection drive.

Step 4: Set a start/end date.**Step 5:** Running the Drive

Depending on what items you decide to collect, you can collect your donations at one or more locations.

- If possible, coordinate collections at multiple locations in your area: Department stores, restaurants, banks, schools, pharmacies, or grocery stores
- Use branded collection bins at all locations to increase recognition and awareness
- Encourage everyone in the chapter to promote the collection drive to family, friends, and colleagues
- Work together to engage local media to acknowledge your collection drive
- Use social networking sites like Facebook to raise awareness of your drive

Step 6: Deliver Items Collected

Delivering the items is a great way to engage others and generate attention for the success of your collection drive. Be sure to take action photos of your chapter members putting together the items collected. If possible, be sure to wear Royal Neighbors logo apparel to promote the Society.

Step 7: Special Recognition

Celebrate your chapter's accomplishments with a special party, meeting, or gathering. Provide a meaningful memento of what was accomplished.

Step 8: Don't forget to report your collection drive on your chapter online report. Please be sure to include the estimated value of items you collected under "In-Kind Donations" on your chapter report.