

UNITED WAY'S KITS FOR KIDS DRIVE

HOSTED BY
UNITED WAY
YOUNG LEADERS

Due to the COVID-19 pandemic, we've reimagined our annual Trunk or Treat event. Thank you for your interest in hosting a Kits for Kids drive! Please join us for this impactful opportunity that you can share with your friends and family, neighborhood, office, faith community or any other group. With the provided materials, you can run a successful collection with minimal time commitment.

Kits will be assembled by community members like you. Once assembled and collected, community members will deliver the kits to United Way of Greater Greensboro.

The kits will be delivered to community partners, including United Way's Family Success Centers, for distribution.

This Kits for Kids collection helps local kids and is a great way for individuals and groups to help meet a practical need in greater Greensboro.

In this guide, you will find:

- Instructions - Six Easy Steps (page 2)
- Needed items list (page 3)
- Kits for Kids Box Label (page 4)
- Sample social media and email content (page 5)

If you have any questions, please contact Lauren Forbis at Lauren.Forbis@unitedwaygso.org.

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Greater Greensboro

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INSTRUCTIONS - 6 EASY STEPS

Six steps to a successful Kits for Kids drive:

- 1. Select the dates of your drive.** We suggest holding it for up to five days so your group has one designated week to drop off their assembled kits. No matter what length of time you choose, plan on receiving items after your deadline. Expect the actual deadline to be a few days after the deadline.
- 2. Mobilize and advertise.** Share with your neighborhood, family and friends, faith community, or school group to collect the items on the list. Send an email. Post on social media. Print the needed items list (page 3). Get the word out! Look at page 5 for some suggestions.
- 3. Set up a drop-off point.** Print out the Kits for Kids Box Label (page 4), tape to a box, and place it in an easily accessible area. Be sure to place the box or bin where people can see it.
- 4. Collect, collect, collect!** Put your own kits together and remind your group to do the same. Make it fun! Consider hosting a Zoom call where attendees dress up in their favorite Halloween costumes to assemble their kits. Get creative!
- 5. Drop off!** After your drive is complete, drop your kits off at a United Way of Greater Greensboro (1500 Yanceyville Street, Greensboro) during the week of Oct. 19, 2020 from 8:30 a.m. to 5 p.m. daily.
- 6. Thank!** Be sure to thank each and every person who participates in your Kits for Kid collection.

BONUS: Take photos! We want to celebrate your awesome work. Email your photos to Lauren.Forbis@unitedwaygso.org. Post on social media and tag @unitedwaygs0 and use the hashtag #EndPovertyGSO.

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DONATE A KIT TO HELP LOCAL KIDS

**Please place all items in a sealed gallon-size bag.
Please ensure all items are gender neutral.
No peanuts or glass, please!**

Each kit should have the following:

- 1 small hand sanitizer (*if not sold out everywhere!*)
- 1 child's toothbrush and/or toothpaste
- 1 sidewalk chalk *or* crayons/colored pencils
- 1 small drawing notebook *or* coloring book
- 1 nonperishable snack (examples: granola bar, crackers, popcorn)
- 1 small piece of candy
- 1 encouraging note

KITS FOR KID COLLECTION DATES
FROM _____ TO _____

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DROP OFF KITS FOR KIDS HERE

**Please place all items in a sealed gallon-size bag.
No peanuts or glass, please!**

Snap a selfie! Take a photo of you dropping off your items and email it to Lauren.Forbis@unitedwaygso.org. Post on social media, tag @UnitedWayGSO and use the hashtag #EndPovertyGSO.

All items will be delivered to United Way of Greater Greensboro and distributed to local kids in the greater Greensboro area.

Thank you for your support!

KITS FOR KID COLLECTION DATES
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SOCIAL MEDIA AND EMAIL CONTENT

Get the word out! Copy and paste the following:

INVITATION TO DONATE KITS - ATTACH "DONATE A KIT TO HELP LOCAL KIDS" IMAGE OR PDF

Hey [NAME OR GROUP]! I'm so excited to be working with United Way of Greater Greensboro to help collect Kits for Kids. Will you join me in putting some kits together by [DATE]? It's so easy to make a difference! All you need to do is purchase the items attached, put them in a gallon size bag, and drop off at [COLLECTION LOCATION]. I hope you will join me!

INVITATION TO DONATE KITS SOCIAL MEDIA - POST "DONATE A KIT TO HELP LOCAL KIDS IMAGE

I'm so excited to be working with @UnitedWayGSO to help collect Kits for Kids. Will you join me in putting some kits together by [DATE]? It's so easy to make a difference! All you need to do is purchase the items here, put them in a gallon size bag, and drop off at [COLLECTION LOCATION]. I hope you will join me!

REMINDER TO DONATE KITS EMAIL - ATTACH "DONATE A KIT TO HELP LOCAL KIDS" IMAGE OR PDF

Hey [insert name or group]! It's your last chance to join me in collecting Kits for Kids with United Way of Greater Greensboro! Please remember to drop off your kits by [DATE] at [COLLECTION LOCATION]. It's so easy to make a difference! All you need to do is purchase the items attached, put them in a gallon size bag, and drop them off. I hope you will join me!

REMINDER TO DONATE KITS SOCIAL MEDIA - POST "DONATE A KIT TO HELP LOCAL KIDS" IMAGE

It's your last chance to join me in collecting Kits for Kids with @UnitedWayGSO! Please remember to drop off your kits by [DATE] at [COLLECTION LOCATION]. It's so easy to make a difference! All you need to do is purchase the items attached, put them in a gallon size bag, and drop them off. I hope you will join me!

THANK YOU FOR DONATING KITS EMAIL - ATTACH IMAGE OF YOUR COLLECTION

Hey [NAME OR GROUP]! Thank you so much for donating to my Kits for Kids drive with United Way of Greater Greensboro. Together, we collected [NUMBER] kits that will be delivered to local kids this October. I really appreciate your support! Be sure to visit unitedwaygso.org to learn more about what United Way is doing to END local poverty. Thank you, again!

THANK YOU FOR DONATING KITS SOCIAL MEDIA- POST IMAGE OF YOUR COLLECTION

Thank you so much for donating to my Kits for Kids drive with @UnitedWayGSO. Together, we collected [NUMBER] kits that will be delivered to local kids this October. I really appreciate your support! Be sure to visit unitedwaygso.org to learn more about what United Way is doing to END local poverty. Thank you, again!

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