

# HOST A DRIVE TO BENEFIT MEMBERS OF UNITED WAY'S FAMILY SUCCESS CENTERS

Members of United Way's Family Success Centers always appreciate a little extra help purchasing items for their families that they cannot buy with food stamps, Medicaid, or health insurance spending accounts. The majority of our members are women, most heading single-parent households and they struggle with period poverty. This term describes the inequities related to menstruation and is a challenge both locally and globally. Women and girls struggle being able to afford personal hygiene and period products on a monthly basis. During these times, women may not feel able to leave their homes, go to work, or participate in civic life.

Donations of personal and feminine hygiene supplies are needed to fill the gap in community services. Thank you for considering to purchase these items and/or host a drive in your neighborhood or workplace between June 15 and July 30.

All items MUST be dropped off to United Way's offices (1500 Yanceyville Street, Greensboro NC 27405) by no later than 5 p.m. on July 30, 2021. Please deliver kits on weekdays between 9 a.m. and 4 p.m. Items will be then be delivered to United Way's Family Success Centers for distribution.

In this guide, you will find:

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

For more information, please contact Julie Longmire at [Julie.Longmire@unitedwaygso.org](mailto:Julie.Longmire@unitedwaygso.org) or 336.708.0378.

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# INSTRUCTIONS - 6 EASY STEPS

## Six steps to a successful drive:

- 1. Select the dates of your drive.** We suggest holding your drive for up to five days so your group has one designated week to drop off their items. No matter what length of time you choose, plan on receiving items after your 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 easy content to share.
- 3. Set up a drop-off point.** Print out the 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!** Collect your kits and hang on to them until your drive is complete.
- 5. Drop off!** After your drive is complete, drop your kits off at United Way of Greater Greensboro (1500 Yanceyville Street, Greensboro) by 5:00 p.m. on July 30, 2021.
- 6. Thank!** Be sure to thank each and every person who participates in your collection.

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

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# DONATE ITEMS TO BENEFIT MEMBERS OF UNITED WAY'S FAMILY SUCCESS CENTERS

**Thank you for donating! Most needed items are:**

- Deodorant
- Feminine hygiene items (pads and tampons)
- Soap or body wash
- Shampoo
- Toilet paper

**ITEM COLLECTION DATES**  
**FROM \_\_\_\_\_ TO \_\_\_\_\_**

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# DROP OFF ITEMS HERE

**Thank you for donating! All items will be benefit members of United Way's Family Success Centers.**

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

All items will be delivered to United Way of Greater Greensboro's Family Success Centers.  
**Thank you for your support!**

**ITEM COLLECTION DATES**  
FROM \_\_\_\_\_ TO \_\_\_\_\_

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# SOCIAL MEDIA AND EMAIL CONTENT

## Get the word out! Copy and paste the following:

### INVITATION TO DONATE EMAIL

Hey [NAME OR GROUP]! I'm so excited to be volunteering with United Way of Greater Greensboro to collect hygiene products. All items will benefit members of United Way's Family Success Centers. Will you join me in donating some items by [DATE]? Most needed items are deodorant, feminine hygiene items (pads and tampons), soap or body wash, shampoo and toilet paper. Just drop them off at [COLLECTION LOCATION]. It's so easy to make a difference! I hope you will join me!

### INVITATION TO DONATE SOCIAL MEDIA

I'm so excited to be volunteering with @United Way of Greater Greensboro to collect hygiene products. All items will benefit members of United Way's Family Success Centers. Will you join me in donating some items by [DATE]? Most needed items are deodorant, feminine hygiene items (pads and tampons), soap or body wash, shampoo and toilet paper. Just drop them off at [COLLECTION LOCATION]. It's so easy to make a difference! I hope you will join me!

### REMINDER TO DONATE EMAIL

Hey [NAME OR GROUP]! I'm reaching out with a friendly reminder that I'm volunteering with United Way of Greater Greensboro to collect hygiene products. All items will benefit members of United Way's Family Success Centers. Will you join me in donating some items by [DATE]? Most needed items are deodorant, feminine hygiene items (pads and tampons), soap or body wash, shampoo and toilet paper. Just drop them off at [COLLECTION LOCATION]. It's not too late to make a difference!

### REMINDER TO DONATE SOCIAL MEDIA

Friendly reminder that I'm volunteering with @United Way of Greater Greensboro to collect hygiene products. All items will benefit members of United Way's Family Success Centers. Will you join me in donating some items by [DATE]? Most needed items are deodorant, feminine hygiene items (pads and tampons), soap or body wash, shampoo and toilet paper. Just drop them off at [COLLECTION LOCATION]. It's not too late to make a difference!

### THANK YOU FOR DONATING EMAIL

Hey [NAME OR GROUP]! Thank you so much for donating to my drive benefiting members of United Way of Greater Greensboro's Family Success Center. Together, we collected [NUMBER] items! I really appreciate your support! Be sure to visit [unitedwaygso.org](http://unitedwaygso.org) to learn more about what United Way is doing to END local poverty. Thank you, again!

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

Thank you so much for donating to my drive benefiting members of @United Way of Greater Greensboro's Family Success Center. Together, we collected [NUMBER] items! I really appreciate your support! Be sure to visit [unitedwaygso.org](http://unitedwaygso.org) to learn more about what United Way is doing to END local poverty. Thank you, again!

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