



Tips for Success

How to Have a Successful Drive or Event December 1, 2011–February 15, 2012

Many schools, youth groups, companies and families use this drive as a way to teach others about giving. Ask your vendors, customers and friends to participate and to spread the word about the great work that Homeward Bound does in our community! The families in the program are working hard to change their lives and move toward self-sufficiency. They appreciate your helpful hand up as they create new lives.

OUR GOAL: 100,000 DIAPERS & \$75,000 EMERGENCY BABY FUNDS

HOMeward BOUND

Transforming Attitudes, Lives, and Families

Take a Tour:

If you decide to hold a drive or event benefiting Homeward Bound we encourage you to tour the Homeward Bound Thunderbirds Family Village facility so you can see what your efforts will provide for families and children. **For a tour, contact Becky Burghart at 602.374.8710 or b.burghart@hbphx.org.**

Follow us on Facebook:



Become a friend, stay updated on our progress and share stories with us about your drive. Ask your facebook friends to like us, too!

Create a Place: Purchase and set up a crib or play pen in your lobby to collect donated items.



It also helps if you “seed” it with some collected diapers and formula. It visually creates the opportunity for conversations about the drive and why you have chosen to participate. When the drive is over, donate the NEW playpen or crib also. Allegra Marketing & Print’s van can come by and pick up items as it fills up and when your drive is finished or you can drop off the items to locations listed on the website.

Provide Forms: Set out provided receipts and flyers for donors and anyone walking by. These are available to download from the website, www.babydrive.org. Contact **Ginger Clayton at gclayton@elontec.com or 623.445.0055, Eileen Rogers at erogers@allegraaz.com or 480.941.4842 or Susan Haugland at susanhaugland@cox.net or 602-697-6124** for more information, support or ideas on how you and your group can participate.



Take Photos: Take digital photos at your event or of your team and donation display! Please send them to b.burghart@hbphx.org. We’ll post them on our facebook page or in our e-newsletter Have fun!

Designate:

Designate the Baby Diaper Drive as the beneficiary of your holiday event or company activity. Have people bring donations of diapers or cash. We can often pick them up after your event. Resources are available on the website to send out with your invitations.



Diapers & Wipes: Emphasize collecting diapers, wipes, formula and other NEW baby items. The focus of the drive is on these items – not toys or clothing. There are other seasonal drives collecting these items. For liability reasons, any baby furniture or items such as car seats must be NEW and still have the tags on them.



Larger Sizes: Tell donors that we need larger sized diapers and pull-ups! Many Homeward Bound children experience delayed development that extends potty training to three, and in some cases four years of age due to some form of trauma they have experienced in their young lives.



Most Importantly: Explain to donors and others helping with your drive that diapers, wipes and cash donations are used for special and **emergency situations**. This drive fills the gap when unexpected events take funds out of budgets that are already stretched due to low wages. Homeward Bound case managers work closely with families and rely on the Baby Diaper Drive and Baby Emergency Fund to help in these special circumstances. It truly is a hand up and not a handout to people in need. Please encourage people to donate online now!



Visit our website:

Visit our website to see videos, learn more about who we help and sign up for our e-newsletter.

