

THANK YOU FROM KEEPING FAMILIES COVERED

Dear cherished supporter,

Please accept this heartfelt thanks on behalf of Keeping Families Covered, for your generous commitment of time and effort to coordinate a period supply drive for individuals who experience period poverty.

By hosting this drive, you are helping to ensure a sufficient supply of period supplies are available and that awareness is being raised. The effects of raising awareness in your community will hopefully lead to more change!

We want your drive to be a success, so we've put together this tool kit with tips and facts to help you recruit and educate your donors.

We hope you enjoy coordinating the drive and please let us know how it goes!

Sincerely,

Ann Marie Mathis
Founder & CEO



THIS TOOLKIT INCLUDES...



- Period Supply Drive Ideas
- Social Media Tips
- Social Media Samples
- Period Supply Drive Checklist
- Product Collection Form
- Product Goal Sheet
- Period Poverty Fact Sheet
- Supply Drive Flyer and Signs

LET'S GET STARTED!

PERIOD SUPPLY DRIVE HOSTING

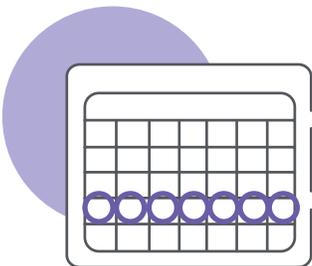
SHARE YOUR PLANS WITH US!

Let us know your plans so we can help promote your event and get you connected with a Keeping Families Covered coordinator! Our programs can let you know what they are short on, and their most requested items. Partnering with a coordinator gives donors confidence their donations are going to the right place.



CHOOSE YOUR LOCATION

Pick a place that is centrally located. A library, school, or local business – gain the support of the community by making it convenient to donate! Selecting locations that are easily accessible and will generate greater participation. Label collection bins, and download our drop box flyer!



DECIDE ON A TIMEFRAME

Plan to host your period supply drive for at least a week, or longer so people have enough time to donate. Does it make sense to tie your drive to a holiday, or community tradition? Perhaps you can partner with an already planned event! FYI: Period Poverty Awareness Week is in May and Menstrual Hygiene Day is May 28th!



GET THE WORD OUT

Announce your period supply drive through social media, press releases to local media and post notices (like our fact sheets and flyers we included) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about the drive to anyone and everyone.

PERIOD SUPPLY DRIVE IDEAS

TIME TO TEAM UP

Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load by sharing it among a few people. Grab a helpful hand or two and get started!

THEMES

Picking a theme can make your period supply drive stand out! Themes can be simple as “Girls helping Girls”, Stuff a Bus, or more creative like a themed dinner dance for period supplies!

LOCATIONS

Be creative and convenient. There are many ideal locations for a period supply drive. Some examples are:

- Schools
- Places of Worship
- Community Centers
- Offices
- Libraries
- Coffee Shops
- Pharmacies
- Gyms
- Grocery Stores
- Hair & Nail Salons
- Health Centers

PARTY IT UP

If you're planning a party, ask guests to bring a pack of period products as their admission! Make it a period party!

- Baby shower
- Block party
- Birthday party
- Cocktail party
- Game night

MAKE IT A COMPETITION

Make your period supply drive fun and engaging! Have a competition and offer small prizes or recognition for the team, class or office that brings in the most products! Friendly competition can help spread the word and increase turnout.

PASS THE TORCH!



Be sure to promote your results to all those who participated and others as well. Use terms like “this time we collected” or “this time we raised...” so people understand there is an ongoing need. Offer support to those who want to host a period supply drive of their own!

PERIOD SUPPLY DRIVE SOCIAL MEDIA TIPS

LET'S GET THE WORD OUT

Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your period supply drive. Make sure your volunteers are doing the same! Add and tag our accounts below!



Facebook @keepingfamiliescovered

- Create a Facebook “Event” and invite all your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with Keeping Families Covered, as well!
- Share your story (create posts with all the drive details or even film a Facebook Live).
- Create a shareable profile picture frame.
- Thank donors by giving them a shout out and tagging them in your posts.
- Upload plenty of photos and use the universal hashtag #EndPeriodPoverty or #AddPads in your posts.



Instagram @keepingfamiliescovered

- Share pictures of your period supply drive flyer.
- Utilize the location tagging tool to share your collection sites.
- Tag @PeriodSupplies and anyone else you want involved.
- Remember to hashtag #EndPeriodPoverty and #Addpads and any other relevant hashtags that may draw interest to your posts!



X (Twitter) @keepingcovered

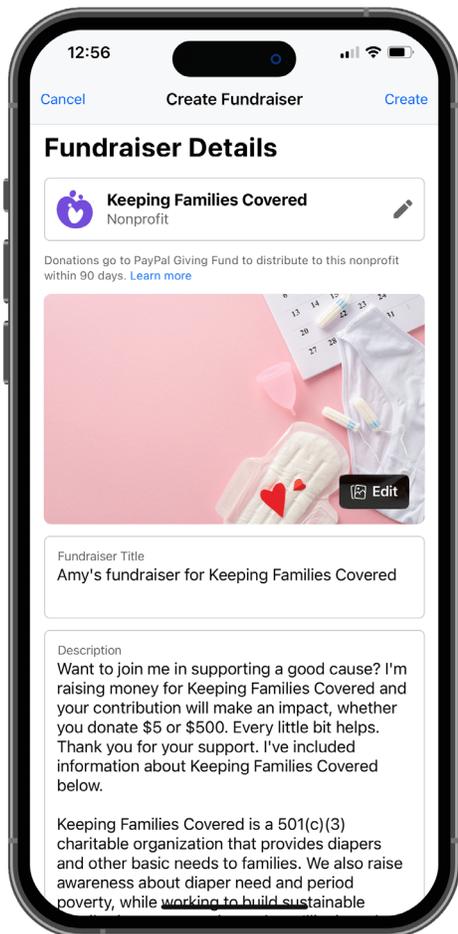
- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- Share a link to your Facebook event, or fundraising page where followers can learn more about your period supply drive and period poverty.
- Remember to include the hashtag #EndPeriodPoverty or #AddPads and any other relevant tags in your tweets!



Send an Email!

Emails are an effective tool to utilize throughout your drive. Personalize your message and go into detail on why you are hosting a period supply drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.

PERIOD SUPPLY DRIVE SOCIAL MEDIA SAMPLES



Follow us on social media for more useful content!

 @keepingfamiliescovered

 @keepingfamiliescovered

 @keepingcovered

 info@keepingfamiliescovered.org

USE THE BELOW EXAMPLES OR CREATE YOUR OWN!

- I believe everyone has the right to feel comfortable and clean. Please show support by donating to my period supply drive! *(insert graphic with details on period supply drive)*
- Did you know 1 in 4 women have struggled with #periodpoverty? Please donate to my period supply drive to help change that.
- Small things impact big things. That is why I'm holding a period supply drive on behalf of @keepingfamiliescovered. Please consider giving today *(add time + location details)*.
- Lack of period products is a hidden consequence of poverty. Help me reach my goal today and donate to my period supply drive! Every bit counts. #AddPads
- Help make a difference in an individual's life today. Donate to my period supply drive that will be taking place in *(location)*
- #PeriodPoverty Fact: School aged girls cannot participate in educational or extracurricular activities without access to fundamental resources. Please consider donating to my period supply drive!
- Individuals require an average of 6 period products per day, and period supplies aren't covered by safety net programs. #EndPeriodPoverty *(insert drive flyer)*

PERIOD SUPPLY DRIVE CHECKLIST

Follow and mark this 10 point checklist to ensure you have a successful drive. #EndPeriodPoverty!

PARTNER WITH AN ORGANIZATION

First visit allianceforperiodsupplies.org to find an allied program in your area. If there isn't one, reach out to agencies such as women's shelters, food pantries, faith based organizations, or health clinics.

CHOOSE YOUR LOCATION

Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, etc. Be sure to label your collection bin.
(flyer included in this toolkit)

RECRUIT VOLUNTEERS

Ask friends, family, colleagues, or neighbors to help out!

SELECT A START & END DATE

Typically, period supply drives run for one week to a month.

SET YOUR GOALS

How many donations would you like to raise? Ask the organization you're donating to what products they need most. Develop a way to track your progress.
(Use our goal chart!)

DECIDE ON YOUR THEME

Whether it's a themed party, a competition, or a simple period supply drive in your office, choose what works for you!

SPREAD THE WORD

Announce your period supply drive via social media, emails, local news outlets, and notices throughout your community. Be active before AND during the drive!

SET UP TRANSPORTATION

Depending on how many products are donated, consider what type of vehicle you will need to transport them.

COLLECT & DELIVER

Rally the volunteers and deliver your donated period products to your partner organization. Don't forget to take photos you'll need them later!

SHARE YOUR RESULTS!

Post pictures on social media and let everyone know (including Keeping Families Covered) your results! Don't forget to thank donors and volunteers too!

PERIOD SUPPLY DRIVE FORM

Use this form to track the amount of products you raised. Be sure to provide this information to the organization you donate to after your drive is done!

STYLE	QUANTITY
PADS	
TAMPONS	
MENSTRUAL CUPS	
LINERS	
WIPES	
PAIN-RELIEF MEDICATION	
RESEALABLE PLASTIC BAGS	
UNDERWEAR	
MISC.	
TOTAL	

TOTAL DONATIONS

NUMBER OF PERIOD PRODUCTS:

FINANCIAL CONTRIBUTIONS:

ORGANIZATION NAME

PHONE NUMBER

EMAIL

DATE

RECIPIENT ORGANIZATION PROGRAM

PERIOD POVERTY FACT SHEET

Feel free to use these period poverty facts to support your donation drive. Use them on social media, handouts, and through word of mouth when discussing your drive with others.

- 1 in 4 women struggled to purchase period products within the past year due to lack of income.*
- 1 in 5 low-income women report missing work, school or similar events due to lack of access to period supplies.*
- Lack of access to period supplies is linked to using substitute products (toilet tissue or socks), stretching product usage, and missing important events.*
- An overwhelming 88% of women agree that period products are a basic necessity.*
- Only 4% of women are aware of a local resource where free or reduced cost period supplies are available.*
- State and federal safety-net programs cannot be used to purchase period supplies.



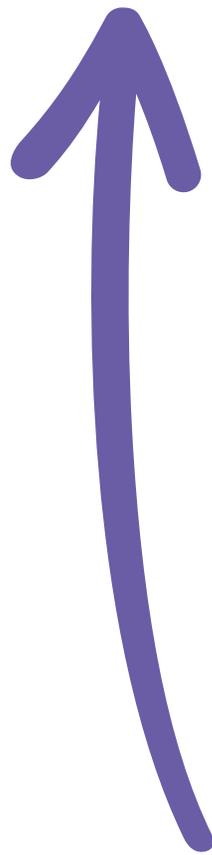
* Source: 2018 U by Kotex survey conducted with YouGov

PERIOD SUPPLY DRIVE

GOAL SHEET

1 in 4 individuals struggle with #PeriodPoverty.
Help today and donate period supplies!

OUR GOAL : _____ PERIOD PRODUCTS!



← 100%

← 75%

← 50%

← 25%

Follow us on social media for
more useful content!

 **@keepingfamiliescovered**

 **@keepingfamiliescovered**

 **@keepingcovered**

 **info@keepingfamiliescovered.org**



Keeping Families Covered is a 501C3 organization and
donations are tax deductible to the fullest extent of the law.

1 IN 4 WOMEN HAVE STRUGGLED TO PURCHASE PERIOD PRODUCTS IN THE PAST YEAR DUE TO LACK OF INCOME.
HELP MAKE A DIFFERENCE.

PLEASE SUPPORT OUR

PERIOD SUPPLY DONATION DRIVE

All money and product donated in this event will support:

DATE(S):

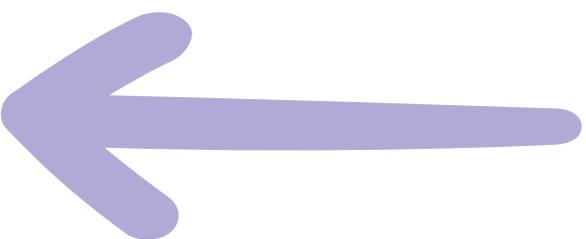
LOCATION(S):

HOSTED BY:

Thank you for helping improve the daily lives of those in need.



DROP PRODUCTS HERE!



Thank you for helping improve
the daily lives of those in need.



1 IN 4 WOMEN

HAVE STRUGGLED TO PURCHASE PERIOD PRODUCTS IN THE PAST YEAR DUE TO LACK OF INCOME.

PLEASE PARTICIPATE IN OUR

PERIOD SUPPLY DONATION DRIVE

All money and products donated in this event will support:

DATE(S):

LOCATION(S):

HOSTED BY:



Thank you for helping improve the daily lives of those in need.

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DROP PERIOD PRODUCTS HERE!



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