

BLANKET DRIVE COORDINATOR GUIDE





THANK YOU!

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INTRO

Thank you for joining Bridging in our mission to provide home essentials to over 4,000 Twin Cities households each year. Through the effective reuse of donated items, Bridging improves lives by providing quality furniture and household goods to those transitioning out of homelessness and poverty.

We serve over 80 households a week, helping them find a sense of dignity as they rebuild their lives. We rely on community partners like you to help us achieve this mission.

We need over 13,000 blankets each year. This blanket drive guide contains easy-to-follow instructions for hosting, promoting and managing your collection.

Thanks again and have fun!

BRIDGING CONTACTS

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WHAT IS IT?

A blanket drive is fun way for you to collect, purchase or make blankets we need to provide for over 240 people each week. Donating a blanket to Bridging not only helps keep families warm at night, this project will warm your heart too!

Watch the 2-minute video *Organize an Essentials Drive for Bridging - Stock the Shelves!* on at Bridging.org to find out more about hosting an essentials drive. From the home page go to > Get Involved > Donate Your Time > Click on HOST AN ESSENTIALS DRIVE.

WHAT TYPE OF BLANKETS DO WE NEED?

- New or gently used
- All sizes: throw, twin, full, queen, king
- All types: quilts, afghans, duvets, comforters, throws, bedspreads
- A variety of patterns and materials for all ages.

QUALITY STATEMENT

- NO blankets with dirt, stains, rips, odors or animal hair.



READY... SET... GO!

HOW DO GET STARTED?

- Complete the Volunteer Interest Form on www.Bridging.org. From the home page go to > Get Involved > Donate Your Time > Click on the Volunteer Interest Form in the left-hand navigation.

DETERMINE WHAT, WHEN AND WHERE

- Your workplace, school, civic club, faith-based organization or your local community are all great places to host your drive. You can organize with just a handful of friends and family too!
- If collecting donations, most drives are 1-2 weeks in length.
- If you plan to have a kick-off event, don't forget to request a speaker from Bridging!

COME UP WITH A CREATIVE NAME, FRIENDLY COMPETITION

- A creative name garners more interest from your audience. Use your imagination; the sky is the limit!
- Create teams to compete for donating the most items. A competition gets people excited to participate.

ADVERTISE AND PROMOTE

- Use the promotions toolkit provided in this guide to help you get the word out. It includes templates, Bridging facts, logo, and social media samples.
- Use posters, bulletin boards, newsletters, email, word of mouth, and social media to publicize your drive.
- We have promotional templates available for you to personalize. See samples on pages five and six.
- Take photos of your drive and email them to your main contact at Bridging.

EVENT WRAP UP

- At the end of your drive, tally your donations or we can tally them for you after your donation is dropped off.
- Contact us to determine logistics for a drop off at a Bridging warehouse or for staff pick up.
- Publicize your accomplishment in newsletters, on your web page and social media.
- Bridging will send a personal "thank you" to the group!





SAMPLE PROMO TEXT

Below is sample text to place in bulletins and newsletters, for example. This is a great opportunity to explain Bridging's services when promoting your event!

SHORT VERSION

A home is more than walls and a roof: a home is a bed to sleep in, utensils to eat with, a dresser to hold your things...a home is comfort. Many families and individuals in the Twin Cities area do not live with these luxuries. Bridging aims to change that. Through the effective reuse of donated items, Bridging improves lives by providing quality furniture and household goods to those transitioning out of homelessness and poverty. Driven by volunteers and donations of furniture and household goods from the community, Bridging has furnished over 75,000 homes since 1987. [YOUR ORGANIZATION NAME] is hosting a blanket drive for Bridging on [DATES]! Join us and donate new and gently-used blankets of all sizes so we can help furnish homes with hope! For more information, visit www.Bridging.org.

LONG VERSION (If more space is available)

A home more than walls and a roof: a home is a bed to sleep in, utensils to eat with, a dresser to hold your things...a home is comfort. Many families and individuals in the metro area do not live with these luxuries. Bridging, a nonprofit organization serving the Twin Cities, aims to change that. Through the effective reuse of donated items, Bridging improves lives by providing quality furniture and household goods to those transitioning out of homelessness and poverty. Driven by volunteers and donations of furniture and household goods from the community, Bridging has furnished over 75,000 homes since 1987. [YOUR ORGANIZATION NAME] is hosting a kitchen pack drive for Bridging on [DATES]! Join us and donate new and gently-used blankets so we can help furnish homes with hope!

With your donations, we can help create experiences like this:

"All I came for was a twin bed set and frame, and through your generosity of spirit, came away with many other things – some were treasures – hand made. I was and remain overwhelmed by your organization and wonderful volunteers. I am in sincere awe of the entire operation and the sheer genius of beginning it. Thank you so very much for continuing to help so many people and myself!" - Bridging Client

For more information, visit www.Bridging.org.

SAMPLE SOCIAL MEDIA

Below are sample posts to customize and post to your social media pages promoting your blanket drive. When referencing Bridging, link to us on Twitter using our handle @BridgingMN, and on Facebook by linking to “BridgingMN” so we can retweet and share your post.

- We’re collecting new and gently used blankets for [BRIDGING HANDLE OR FACEBOOK NAME]! Drop off your donations and help families in need!
- From [INSERT DATE] through [INSERT DATE], [INSERT ORGANIZATION NAME/TWITTER HANDLE] is collecting new and gently used blankets for [BRIDGING HANDLE OR FACEBOOK NAME]! Join us and donate!
- Help us furnish homes with hope! We’re collecting new and gently used blankets for [BRIDGING HANDLE OR FACEBOOK NAME] from [DATE] to [DATE]!
- Each year, [BRIDGING HANDLE OR FACEBOOK NAME] serves over 13,000 people. We’re collecting new and gently used blankets at [LOCATION] to help and want you to join us!





Organization/
School/
Company Name

BLANKET DRIVE FOR BRIDGING

WE NEED BLANKETS FOR 240 PEOPLE EACH WEEK

WHAT TO DONATE:

New and gently used blankets.
All sizes - twin, full, queen & king.

WHEN:

Imagine... sleeping
without a blanket.
Thousands of local
families and
individuals face this
situation every day,
but YOU can help.

Each year, Bridging serves over
13,000 individuals (4,000
households) in the Twin Cities.
Through the effective reuse of
donated items, Bridging improves
lives by providing quality
furniture and household items to
those transitioning out of
homelessness and poverty.

Start collecting today!
Learn more at Bridging.org



Donate
Your Money



Donate
Your Stuff



Donate
Your Time



Be Our
Partner



STAY CONNECTED



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