



*You collect.
We pick it up.
It's that easy!*





A decorative border at the top of the page features various teal-colored icons of clothing and accessories, including a t-shirt, tank top, ring, high-heeled shoe, hat, rolled-up fabric, sandals, t-shirt, shorts, jacket, handbag, t-shirt, shorts, and shoes.

Gather donations and support The Kidney Foundation of Canada!

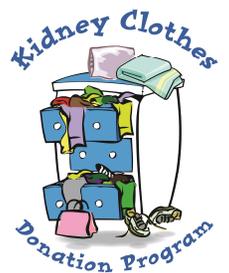
Turn gently-used clothing and other cloth based items into dollars for The Kidney Foundation of Canada with a Donation Drive event. It's fun AND easy!

Here's why:

- “ The Kidney Foundation of Canada gets paid for every pound of cloth based items you collect
- “ It's a simple ask, just clean out your hall, linen and bedroom closets!
- “ Easy volunteer commitment that's perfect for all ages
- “ A simple program and all the tools you need for a successful event
- “ It's green – donated items are re-used and loved
- “ Helps your organization and your community

Set-up is simple

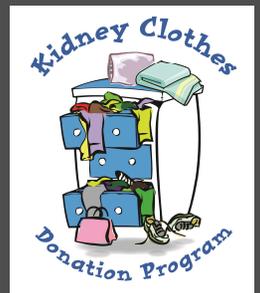
All you have to do is choose an **event date** and pick a **location** . somewhere easy for people to drop off their goods. Think parking lot, meeting room, lunch room, lobby etc.



It's as easy as...



Follow these steps to make your Donation Drive a breeze!



Step

1

Launch Your Drive

(4-6 weeks before your event)

- Add it up and make it real!** It takes just a minute to set collection goals for your drive.
- Spread the word:** Save the date and donations! Post event details on your website, Facebook, in your newsletter, etc. You'll be a marketing pro with our toolkit templates.
- Assemble your dream team.** Form a core event committee and line up Drive Day volunteers. There are great opportunities for all ages to help!
- Get to know your goods.** While many things are accepted for donation, there are some items that we are unable to accept. Make sure everyone knows what's in and what's out. (See Donation Guidelines.)
- Start pre-collection now.** The more you collect, the more we raise for The Kidney Foundation of Canada. Track the progress of your event every step of the way. Pre-collection pays off!
- Claim some space.** Secure a place to store your group's pre-collected goods. maybe a meeting room, storage room or lunch room.



Step

2

Promote, Promote, Promote! (and keep collecting!)

(1-4 weeks before your event)

- Posters, posters everywhere.** Think office bulletin boards, washrooms, staff rooms, lunch rooms, elevators and throughout your office building. Check out our poster and flyer templates in this toolkit. Don't see what you're looking for? Let us know!
- Give out bags.** Attach collection bags to as many flyers as possible. The easier you can make it for people to donate, the better!
- Email. Then email again.** Plan on sending 2-3 emails to members and supporters, including a reminder the day before the Drive date. Save-the-date and progress updates will keep your Donation Drive top-of-mind.
- Post it, Tweet it, Instagram it – you name it!** Show off your workplaces team spirit and social awareness. Leverage local blogs and social media channels to get the word out. Sample posts are included in the template section.
- Make some news.** Place a free calendar event in your local newspaper for events open to the public.



Step **3**

Drive Day is Here!

Drive Day Supplies:

- Posters and markers for sign making
- Extra bags and boxes for loose items
- Banners, balloons and other awareness collateral for hand-out and décor!

- Take turns.** Schedule your volunteers in shifts to greet colleagues and unload cars.
- Offer curbside service.** Send out volunteers to pick up donated goods from those who can't bring them in person.
- Take Pictures.** Donation drives are a great team building activity. Share pictures on your company's social media streams. (we'd be happy to share them on ours as well with your permission of course!)

Celebrate your success!

After the event, it's time to celebrate – and communicate too! Use your communications to share your thanks and to report on how you achieved your goal.

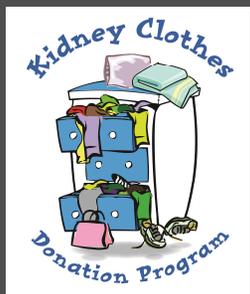




Tips for Success...

Helpful hints that will make you a hero!

- ♥ We can't say it enough: Pre-collection is key. The more you collect and donate, the more money we raise for the 1 in 10 Canadians living with kidney disease!
- ♥ Work your network – tell family and friends about the drive.
- ♥ Host a work party to assemble promotional materials and attach bags to flyers.
- ♥ Harness that competitive spirit! Set individual goals for members or organize an overall competition for most items collected.
- ♥ Firm up your volunteer schedule in advance of your big day.
- ♥ Recruit volunteers with cars to do event day pick-ups for those who can't drop-off goods.
- ♥ *Don't forget to have fun!*



Pre-collection Pays!

Let's say you wake up on Drive Day to a freak blizzard or tropical downpour. Don't fret; your pre-collected items will help save your drive! Pre-collecting ensures that you'll meet your collection goals and helps you track the success of your event every step of the way!

Great places to find goods:

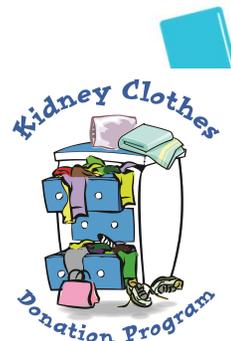
Help friends and family with full closets. No one can resist an offer to help de-clutter!

Be a yard sale saviour. Ask if you can pick up unsold items for your Donation Drive at yard sales and local church sales. Your neighbours will thank you.

Find what's been lost. Gather items left behind at the laundromat, or help other local businesses by collecting unclaimed items in the lost and found.

Hold mini-drives at work. Ask your supporters, friends and business colleagues to set up drives within their departments.

Lend a helping hand. Offer to pick-up donations from those who cannot bring them to your drive.



Donation Guidelines

All Donation Drive donated items must be in good, clean, sellable condition. The following guidelines describe what we can accept.



Clothing



Jewelry



Fashion accessories



Handbags



Shoes



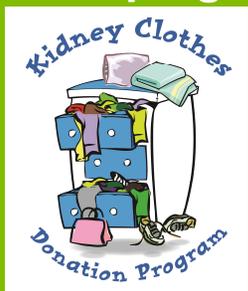
Linens

Other items we can accept:

Outerwear, Draperies, Fabric, Yarn, Patterns and Sleeping Bags

We cannot accept:

- X auto parts
- X building materials
- X cleaning products
- X hazardous materials
- X flammable products
- X paint and painting supplies
- X pesticides
- X tires

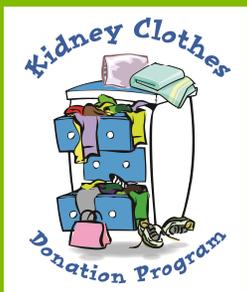


Communication Toolkit

There are so many easy ways to spread the word about your Donation Drive and get people engaged. We've included a number of sample materials and tips in this toolkit to help ensure a successful drive. Let's start promoting!

Print Templates

You can customize these templates for your organization's event and have them printed at a local print shop or copy center. The templates include sample copy that you can customize to fit your own organization. Most templates are in PowerPoint or Word for easy updating.



Posters

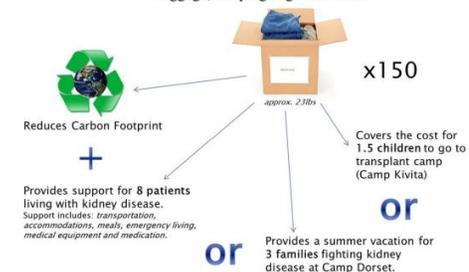
These posters can be used to publicize your Donation Drive in your workplace.



Clothing Drive

We are hosting a clothing drive in support of The Kidney Foundation of Canada! We are happy to accept donations of re-usable clothing & other cloth based items including:

- Outerwear and all types of footwear
- Purses, hats, ties and belts
- Linens, cushions and draperies
- Blankets, bedding and pillows
- Fabric, yarn patterns
- Luggage, sleeping bags and more!



Clean out your closets today and help support the 1 in 10 Canadians living with kidney disease!

All proceeds go to The Kidney Foundation of Canada
kidneyclothes.ca 1.800.414.3484 info@kidneyclothes.ca



Kidney Clothes Clothing Drive Poster

11 x 16.5 in.

Flyers, Posters & Buck Slips

Use flyers, posters & buck slips to promote your event anywhere and everywhere: meeting rooms, communication boards and throughout the office buildings. Attach lawn or garbage bags to the flyers when you can.



All proceeds go to The Kidney Foundation of Canada. We are a registered charity with the Canada Revenue Agency. Charitable Registration No. 10756 7398 RR0001

Thank You For Your Support We Recycle:

- All Gently Used Clothing
- Footwear and Outerwear
- Belts, Ties and Purses
- Yarn, Fabric and Patterns
- Draperies, Towels and Linens
- Blankets, Pillows and Bedding
- Luggage and Sleeping Bags
- All Cloth Based Items and More

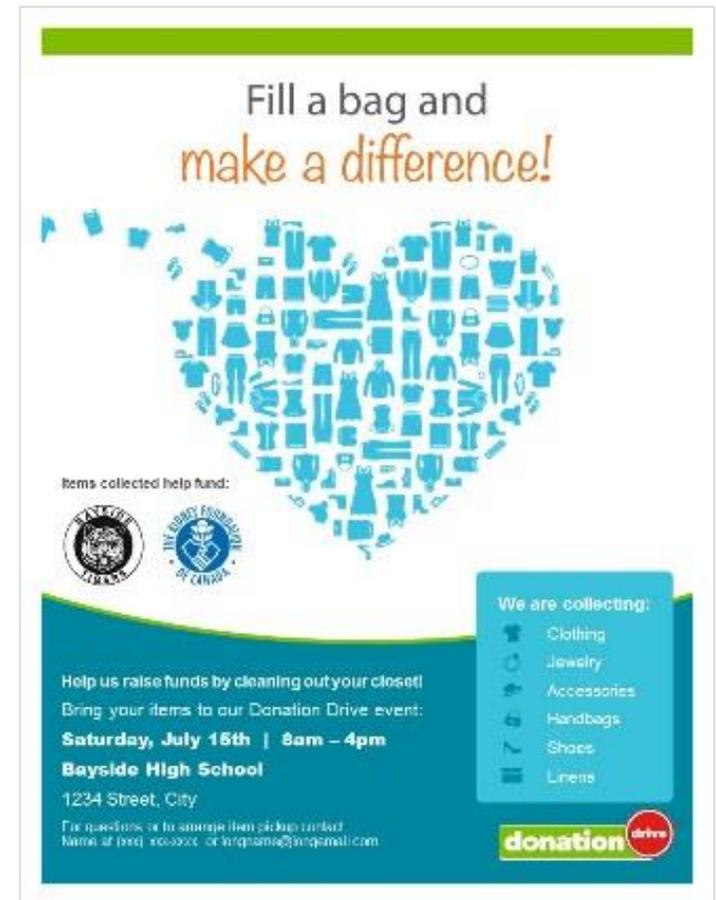


1-800-414-3484
info@kidneyclothes.ca
www.kidneyclothes.ca



Thank You Buck Slip

8.5 x 3.5 in.



DDF_NPP_Flyer_1.pttx

8.5 x 11 in.



Banners

This large-format banner will help highlight your location on drive day.



 like us on facebook

Kidney Clothes

kidneyclothes.ca

1.800.414.3484

*Your used clothing benefits people
in your community
living with kidney disease.*



Charitable Registration No. 107567398 RR 0001

Kidney Clothes Banner

2 ft x 4 ft

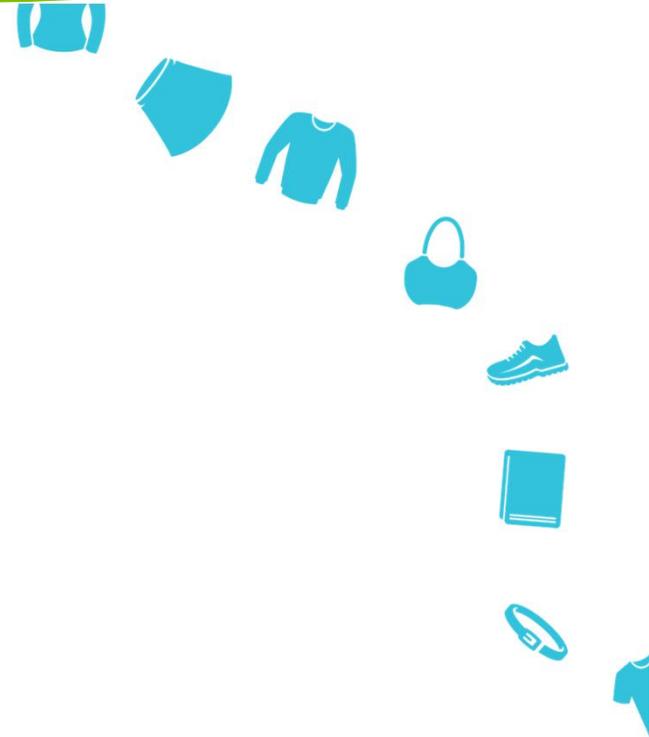
Public Event? Use Traditional Media

PR/Local News

Publicize your drive. Write a quick media advisory to give your news contacts all the key information that they need about your event. Your daily or weekly newspaper, neighbourhood blog, and favorite local radio and TV stations are all great places to send your publicity.

Online/offline calendars. Search %community calendar+or %community events+on media outletsqwebsites for contact information and deadlines. Most print newspapers want to receive calendar notices at least 14 days in advance.

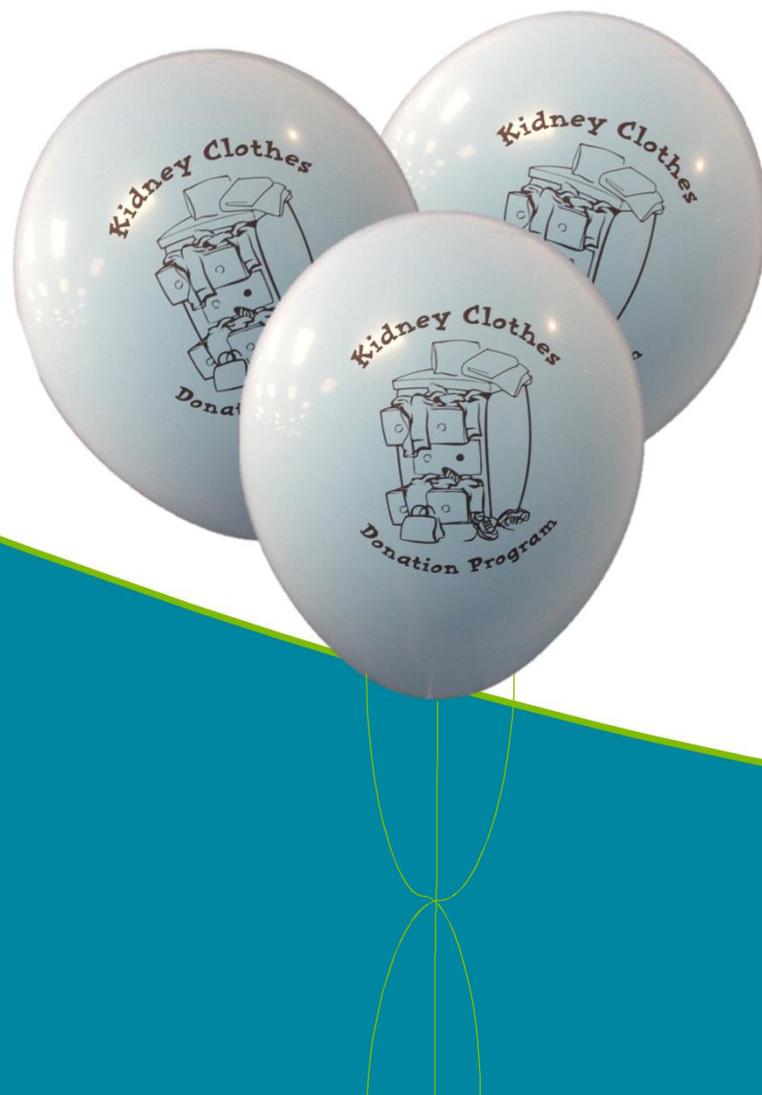
Want even more media coverage? If there's a heartwarming human-interest story related to your organization, consider contacting media outlets about the opportunity to do a more in-depth story. Talk to your potential interviewees first to make sure they are comfortable sharing their story.





Organization Newsletter

Does your organization produce an electronic or print newsletter? This is a great way to educate employees about your event.



Digital Media

Email Campaign

Send emails to your membership, supporters, and community to gain momentum and interest in your drive. We recommend sending at least 3 emails prior to the event. We included the following sample emails for promoting your event and recruiting volunteers:

- Save the Date** . Send 6-8 weeks before your event
- Event Invitation** (with a call for volunteers) . Send 4-6 weeks before your event
- Reminder** . Send a day or two before your event

You can also send emails to or use social media to keep the community updated on your progress or with tips on collecting. Consider using a free, online sign-up tool to help organize your volunteers.



Social Media

Try for at least 8 varied social media posts in the weeks prior to your event. A flurry of posts during Drive week also helps keep your event top-of-mind. Stick to this social schedule and you'll be in good shape:

- 1 post (4 weeks out)
- 1 post (3 weeks out)
- 2 posts (2 weeks out)
- 4 posts (1 week out)

Encourage everyone in your group to share posts with their friends so that posts reach as many people as possible. For better traction, include photos that showcase your organization, or show drive activities in action, when possible. You might even want to shoot a cute video of your group asking people for donations—this is the type of content that goes viral! Be sure to keep the momentum going by increasing the number of posts leading up to your event, and posting plenty on Drive day.

Here are some sample posts to help get you started. Have fun creating your own content that reflects your group's personality and includes the details about your Donation Drive!



Facebook

Make a Facebook event page for your Donation Drive event and invite people to it. Post regularly to the event page and your organization's page (if you have one) to keep people updated on progress and to send event day or pick-up reminders. Include links to the event page and your organization's web or FB page in each of your posts.

Here are some sample posts:

Bring gently-used clothing & linens to ABC Company Donation Drive on Sept. 26, 10-4, and support The Kidney Foundation of Canada!

Cleaning closet for the 1 in 10 Canadians living with kidney disease! Have you started tackling your closets? Send us pics of your progress! *(Post photo of closet.)*

5 bags later and my closet is looking good! Don't forget to bring your clothes & linens to ABC Company Donation Drive on Saturday, Sept. 26. *(Include pic of member with 5 bags.)*

Can't make our event on Sept. 26? ABC Company employees will pick up your clothing, shoes and linens for our Donation Drive. message me here! *(Post a Photo of employees or someone from the org driving)*

Twitter

Like Facebook, photos get a lot of traction, so post them when you can. Here are some sample Tweets you can modify for your Donation Drive.

Clean your closet and support us
#1in10Canadians



Today's the day! @123Co & @TheKidneyFoundationofCanada Donation Drive from 10-4: Bring your clothes, shoes and linens!

PHEW! This closet is cleaned out and we've got 3 bags of donations! How are your closets and dressers coming along?

About Our Organization

The Kidney Foundation of Canada is people working together for a common cause. We are volunteers, individuals living with kidney disease, donors, and staff members — from all walks of life, all across Canada.

The Kidney Foundation of Canada exists for the enhancement of kidney health and the reduction and, if possible, the elimination of the burden of kidney diseases. The primary beneficiaries are people at risk of or affected by kidney disease.

The Kidney Foundation provides:

Hope through research and its translation into the treatment, prevention and slowing of the progression of kidney disease;

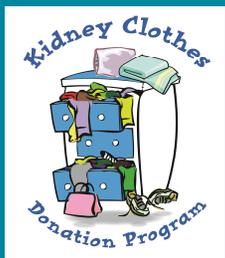
Support through access to care, comfort, and transplantation;

Empowerment through knowledge, capacity building and community;

Engagement through an informed public and effective public policies and strategies.

The Kidney Foundation relies on its extensive network of qualified volunteers working in partnership with staff to deliver its programs and services throughout Canada. The Kidney Foundation is a registered charity under the *Income Tax Act* and is incorporated under the laws of Canada.

www.kidney.ca



For more information contact:

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