



Stuffed Animals For Emergencies, Inc.

Getting Organized for your SAFE Drive

Now that you have decided to do a drive and you have a place that has confirmed they are willing to take your donations, the next thing to do is to get organized for the drive! There are three steps to getting organized:

1. **Figure out WHERE you want to hold the drive and for how long.** First you need to decide how long the drive will be and on what dates. As a general rule, do not hold a stuffed animal drive for longer than 2 weeks as you may receive more than you can handle! Next you need to decide where you want people to donate. A lot of times you can partner with local businesses, churches, schools, etc. to be a drop off location for your drive. If it is more just friends and family donating, you can designate your home as the drop off, whatever works for you.
2. **Next, you need to figure out HOW you want to collect the donations.** What I mean by this is, you need to decide whether you are having a drive that last several weeks and you have a drop off location, if you are allowing people to mail donations, or if you are allowing people to physically drop off donations to your home. In general, if this drive is open to the public, it is best to have a drop off location established so that you are not bringing people to your home.
3. **Lastly, you need to decide how you want to market your drive.** There are many ways to let people know of your drive: Word of mouth, flyers, announcements, postings, drop off boxes with SAFE written on them, email, and social media just to name a few. Below are some pictures of some of the ways others have used to market their

SAFE drives. Important note: Whatever mode you select, please use the verbiage listed on our site as a guide. This will ensure the accuracy of what you are saying to make sure no one is getting the wrong information.









I hope that helps give you a better idea of how to market your SAFE drive.

****NOTE: Please keep track of how many donations you end up receiving because when you are completed with your drive, there is a survey for you to fill out where I ask you to report your final totals for our records.***

Thanks again for wanting to do a SAFE drive!