

## G4G - Gear for Goals Sports/Arts Gear Drive Program

### ***Description:***

The G4G sports/arts gear drive program is a simple and highly effective method for your school, charity, organization, group, church, business, or other entity to engage the community and your members in the acts of service and volunteerism. The program involves a very simple three-step process and has powerful impact on the lives of children and whole communities. The 3-step process is:

1. **Announce** your gear drive to your team/the community/the media/other vehicles of communication & organize volunteer teams
2. **Collect** the donated gear on a prescribed day(s), providing tax deductible receipts for donations of sports items, musical instruments, or monetary donations
3. **Arrange delivery** to Gear for Goals warehouse or other pick up process to acquire the gifts provided by donors.

### ***Program***

In order to provide an effective gear drive, you will need a volunteer leader to help coordinate all actions and other volunteers for the event. The leader will work with Gear for Goals charity leaders to facilitate smooth function of the drive. Following the selection of leadership, a date(s) should be selected to augment efficient gear collection and garner the most support from your team and the community. Typically a theme connected to a gear drive is helpful. Spring is a good time as many families tend to clean out things in the spring (spring cleaning). Also, back to school, during sporting events such as sport clinics, musical concerts, tournaments, and celebratory gatherings. Holidays are also a time when people are in festive giving moods.

Supplies required for the gear drive will be:

1. Collection bins and or boxes
2. Large garbage bags
3. Flyers to announce it
4. Copies of tax deduction receipts for donors
5. Gear for Goals information materials to provide donors and guests
6. Sign up list for Gear for Goals news
7. Banners posted in school, business, club, other
8. Tables/chairs
9. Camera regular photo and video

Preparation schedule for Event

Six to eight weeks before event

1. Provide email notice and other correspondence to guests
2. Provide press release to local media telling about your charity gear drive event
3. Announce the gear drive and establish volunteers to help during the event and afterward to help the delivery of the donated items
4. Begin getting supplies ready for the event
5. Post all notices in social media sites and make an event to invite all friends of your organization to participate in this event

6. Continue to post in the event on Facebook and other sites daily to create interest in the gear drive and help your team stay excited.

#### Four weeks before event

1. Begin to provide weekly email notifications about the gear drive
2. Provide further press releases to other media sites that may have not responded with a story or printing of the event
3. Have an organizational meeting with volunteers. Volunteers needed:
  - a. 1-4 volunteers for collection tables
  - b. 1-4 volunteers for loading gear into truck or other vehicle on the day of the event
  - c. Media volunteer to write press releases using templates from Gear for Goals
4. Continue to focus on postings in Facebook and other social media sites

#### One –Two weeks before event

1. Have organizational meeting with volunteers
2. Send out email notices, make announcements in schools, church bulletins etc
3. Make sure all materials are set up and ready to go

#### Two days before event

1. Make sure you have all the volunteers in place with a confirmation email, phone call etc for the day (s) of the event.
2. Check all supplies and be sure to have ready to go
3. Contact any television or radio media that may be covering the drive and inform them of location, hours, etc.
4. Confirm with location site all logistics are handled
5. Contact Gear for Goals/Dreamweaver Offices to confirm gear date and logistics
6. Make sure pick up team is in place and delivery process is ready

#### Day of Event

1. Leadership team arrive early to set up (suggested to arrive 1 hour before event)
2. Set up banners, flyers, receipts, collection bins etc
3. Have all other volunteers arrive minimum 30 minutes prior
4. Collect gear/provide donation receipts/collect emails and addresses so you can send thank you and also Gear for Goals/Dreamweaver can provide thank you and email correspondence
5. Have gear delivery team bring gear to Gear for Goals warehouse or location agreed upon day of event or within 48 hours.
6. Inventory items collected and provide to Gear for Goals Logistics Coordinator via email
7. Take pictures of people donated especially children and volunteers working.
8. Take video of same
9. Post during the event with pictures, excitement, stories on the Gear for Goals Facebook pages and Dreamweaver International along with your organizations website

#### Post Event

1. Meet with team and thank them for helping to create a successful event
2. Send thank you to all donors with available contact information
3. Discuss with team how event worked well and what to improve for future events
4. Schedule another event for next quarter, ½ year, or annual event
5. Post pictures, video to social media sites

6. Provide press release to media
7. Provide pictures story to Gear for Goals/Dreamweaver International
8. Post pictures stories on Dreamweaver and Gear for Goals Facebook pages

Thank you for providing HOPE and OPPORTUNITY to children around the world. Gear for Goals has a vision to change the world for children with the powerful economic transformation sport and the arts can provide. It is recognized sport and the arts move people and have a significant role in the economy of every nation on the planet. Though some have significantly less available opportunities within their economies because of limited resources and exposure to sports and the arts of various styles. Gear for Goals and your organization are changing the world forever.