

## GiFT (Giving is a Family Tradition) Hosting a drive for infant care essentials

Hosting a charitable drive for infant care essentials is a fantastic way to empower families and support our babies as they transition from the NICU (newborn intensive care unit) to home and beyond!

### Step 1: Plan and Organize

- Determine scope of the collection: Use GiFT's Frequently Requested Items list in its entirety or focus on specific infant care essentials by choosing one section.
- Virtual option: Supporters can send items directly to GiFT by utilizing our public Amazon Wish List (<https://a.co/jipomo6>) –OR– Create your own Amazon Wish List to share
- Set Goals: Decide how much you want to collect or a financial goal if you're raising funds.
- Choose a Date and Duration: Decide when and for how long the drive will run. Be sure to give yourself enough time to plan, promote, and coordinate.

### Step 2: Set Collection Points

- Choose Accessible Locations: Select places like community centers, schools, churches, and local businesses where people can easily drop off items. Make sure you have permission from property owners to set up collection bins.
- Label Collection Bins: Clearly label bins with information about your drive, such as GiFT's Frequently Requested Items list. Get creative and set up a crib or pack N play to collect donations
- Set up a financial donation option for those who prefer to donate money rather than items. Share our donation page ([www.GivingisaFamilyTradition.org/donate](http://www.GivingisaFamilyTradition.org/donate)) –OR– Collect funds directly and utilize them to purchase items. Cash, checks, and Venmo (@GiFTSTL) are also accepted by GiFT.

### Step 3: Promote, Launch, and Run the Drive

- Use social media, email newsletters, flyers, posters, and word of mouth to spread the word!
- Get help from volunteers to collect, organize, and monitor drop off sites. Consider utilizing a shared online files to track donations
- Quality Check: Ensure all items are new and unused. NICU babies have special considerations and GiFT accepts only new items at this time.

### Step 4: Set up Delivery of items to GiFT!

- Contact the GiFT office team to arrange drop off at our Distribution Center (6420 Clayton Rd). We have a small team and any drop off should be scheduled in advance. Call/text 314-472-3392 –OR– [GiFT@givingisafamilytradition.org](mailto:GiFT@givingisafamilytradition.org)

