

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 NICU families and support our babies as they transition from the NICU (newborn intensive care unit) to home!

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 or one item.
- Virtual option: Supporters can send items directly to GiFT by utilizing our public Amazon Wish List (<https://a.co/jipomo6>) NOTE: items sent to GiFT can only be acknowledged when the sender indicates their name at check out –OR– Create your own Amazon Wish List and have your network send items to you.
- Set Goals: Decide how many items you want to collect or a set 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) –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, texts, 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 drop off needs to be scheduled in advance. Call/text 314-472-3392 –OR– GiFT@givingisafamilytradition.org

