



SUPPLY DRIVE

TOOLKIT

Your guide to collecting supplies that support seniors throughout Solano County.



SUPPLYING OUR NEIGHBORS

How to host a supply drive to support seniors in Solano County

Meals on Wheels of Solano County (MOWSC) supports the independence, health, and well-being of seniors with nutritious meals and wraparound services. Our vision is a community where all seniors live nourished lives with independence and dignity.

By leading a supply drive, you become a cornerstone of hope for seniors throughout Solano County. Your collected items supply seniors with necessary items that help them age in place safely and with dignity.

Your contributions allow seniors to age in place with items like pet food, fans, warm clothing items, and even shelf-stable goods. And these essentials are not just items; they prevent seniors and their pets from malnutrition, social isolation, falls, and extreme weather conditions.

MOWSC stands ready to support your supply drive with resources and assistance. We are committed to making every donation count and every effort recognized, ensuring a continuous circle of support and gratitude.

Thank you for your dedication and generosity!



STEPS TO A SUCCESSFUL DRIVE

How to make your drive a success

Holding a supply drive requires the dedication of some time, energy and effort to mobilizing a group. Here are the aspects of your supply drive to determine before you get started:



WHEN?

Host your supply drive for a week or longer, this allows people enough time to purchase items and drop-off. Make sure the start and end date are clearly communicated.



WHERE?

Choose a centrally located, high-traffic spot or multiple spots for donation drop-off. Post the "Supply Drive Drop-off Here" signs included in this kit.



GOAL!

Set a predetermined, obtainable goal. This is an excellent way to spark participation. Use a goal chart. Create incentives. Make it a competition.



PROMOTE!

Use social media, newsletters, email announcements, and flyers. See Communication Samples on the next page for easy posts, texts, and emails to use included in this kit.

SUPPLY DRIVE CHECKLIST

How to make sure you don't miss anything when running your drive

Holding a supply drive requires the dedication of some time, energy and effort to mobilizing a group. Here are the aspects of your supply drive to determine before you get started:

- ✓ Choose your Supply Drive location.
- ✓ Recruit a crew to help promote, collect, count, and deliver collected items.
- ✓ Select a start and end date.
- ✓ Set your collection goal, theme, and/or incentives.
- ✓ Prep your drop-off location(s) with visible signs and collection boxes/barrels.
- ✓ Promote the supply drive!
- ✓ Confirm transportation for delivery of supplies and MOWSC's availability to accept donations. MOWSC is open Monday through Friday between 8:00 AM to 4:00 PM.
- ✓ Continue to promote the supply drive.
- ✓ Collect and deliver supply donations to the MOWSC location.
- ✓ Share your success on social media!
- ✓ Email your crew at the beginning, middle, and end to garner excitement/take a group photo/encourage each person to purchase an extra item.

Contact MOWSC's Development Manager, Tyler Dorman, at tdorman@mowsc.org or (707) 425-0638 Ext. 4 for questions or ways that we can help support your drive and ensure it is successful! Our staff can assist by providing additional marketing support, coming to speak at your business/organization, or more.

COMMUNICATION SAMPLES - SOCIALS

Use these samples or create your own social media posts, texts, and emails

Tapping into your online social network to get the word out, look for volunteers, and share supply drive information will be vital to your success. Here are some samples for social media captions:



Pro Tip: Use a photo of you and your team next to your donation barrel!

EXAMPLE #1:

Help us support homebound seniors across Solano County!
Contribute to the Meals on Wheels of Solano County
{Drive Name} at {Location} on {Date}.

EXAMPLE #2:

Your donations help ease the financial challenges our seniors face every day. Drop off essential supplies and donations by {Date} to make a difference in the lives of our community's most vulnerable.

EXAMPLE #3:

Meals on Wheels of Solano County provides vital services to thousands of seniors each year. Join us in helping them remain safe, connected, and healthy at home.

TAG US! WE WILL SHARE YOUR POSTS!



@mowsolanocounty



/@mowsolanocounty



@mowsolanocounty



@mowsolanocounty

COMMUNICATION SAMPLES - EMAIL

Use these samples or create your own social media posts, texts, and emails




Tapping into your email network is a great way to get the word out, find volunteers, and share donation info with friends, family, and colleagues. Here is a sample email:

Subject: Join Me in Supporting Meals on Wheels Solano County!

Dear [Friends/Neighbors/Etc.],

I'm reaching out to ask for your help in making a real difference for homebound seniors in our community. This [fall/winter/holiday season], I'm hosting a drive for Meals on Wheels of Solano County, and every donation will directly help provide essential supplies to seniors who need it most.

Here's the details:

-  Drop-off Location: {Location or Address}
-  Date: {Date(s) of the Drive}
-  Time: {Time Frame for Drop-Off}

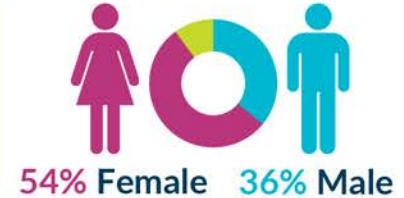
Whether you contribute a few {items} or a few hours of your time, every bit of support helps bring hope and stability to vulnerable seniors in Solano County. If you have any questions, please reach out to me at {Your Contact Information}. Thank you so much for considering joining this effort to make a meaningful impact in our community!

Warmly,
{Your Name}

STATISTICS MATTER!

Storytelling is what brings attention to the cause you are supporting

It's important to know a little bit about the cause you're supporting so you can best sway people to join in on the fun. Below are some great statistics you can share about our clients:



...AND they are our friends, neighbors, family members, and **SO MUCH MORE!**

FLYERS

WINTER DRIVE

*Help us keep Solano County
seniors warm this winter!*

WHAT WE NEED:

BENEFITTING:



WHEN:

WHERE:



BOX FAN DRIVE

WHEN:

WHERE:

*Help us keep Solano County
seniors cool this summer!*

WHAT WE NEED:

BENEFITTING:



PET FOOD DRIVE

WHEN:

WHERE:

Help us feed Solano County seniors' furry companions!

WHAT WE NEED:

BENEFITTING:



CANNED FOOD DRIVE

Help us provide shelf-stable & canned goods to Solano County seniors!

WHEN:

WHERE:

WHAT WE NEED:

BENEFITTING:



DRIVE DROP-OFF



MEALS on WHEELS
SOLANO COUNTY

THANK YOU FOR SUPPORTING SENIORS!