



## Steps to a Successful Donation Drive

### 1. Set a goal

Set a goal for the amount of goods to be collected. Setting a target goal helps your group build momentum. Encourage people to help you meet or surpass your goals by putting up flyers and telling them the importance of your drive.

### 2. Determine the timeframe of the donation Drive

When do you want to host your drive? We recommend no less than one week and no longer than a month.

### 3. Location of collection

Decide if your collection bins will be in a central location or multiple locations. If possible, coordinate drive events and collections at multiple locations in your area: schools, stores, banks, restaurants, etc. Using multiple locations can encourage additional donations due to ease of access.

### 4. Promotion

Advertising is the key in achieving success. Share information throughout your community and /or organization to generate interest and involvement early in the process. Let them know -- who, what, when, where and why of your collection. Remind people! Posters, announcements, flyers, newsletters, Facebook and other social media are all great ways to spread the word.

### 5. Celebrate your impact

Track your progress and let people know about your successful drive. This creates great motivation for participants. Remember to thank your donors and participants for their support. If you don't know who they are, then follow up in a newsletter or social media thanking everyone as a whole.

### 6. Delivering Donations

Your successful drive has ended and it is time to deliver the donations to Keystone Community Services. It is helpful for us to know about the deliveries in advance-call Keystone's volunteer coordinator at 651-797-7225.

#### Food Donations can be delivered to one of our Food Shelves:

**Midway Food Shelf**  
1916 University Ave  
St. Paul, MN 55104  
651-917-3762

**Rice Street Food Shelf**  
1459 Rice Street, Suite 3  
St. Paul, MN 55117  
651-487-2792 Ext. 1

**Roseville Food Shelf**  
2833 Hamline Ave North  
Roseville, MN 55113  
651-348-6689

#### All Other Deliveries to: Keystone Community Services

2000 St. Anthony Avenue  
St. Paul, MN 55104

\*\*\*\*If you are unable to deliver, you can arrange to have the donations picked up. Please call 651-797-7725\*\*\*\*

### **Don't worry, we also accept monetary donations**

For some people it is easier to donate money instead of items. Did you know that for every \$2.00 donation, Keystone is able to purchase \$50.00 in Groceries? They can donate financially a number of ways:

- Write a check made payable to Keystone Community Services
- Donate online at <https://www.givemn.org/organization/Keystone-Community-Services>

**Keystone Community Services is registered with the IRS as a tax-exempt 501(c)(3) nonprofit.  
Donations may be tax-deductible.**