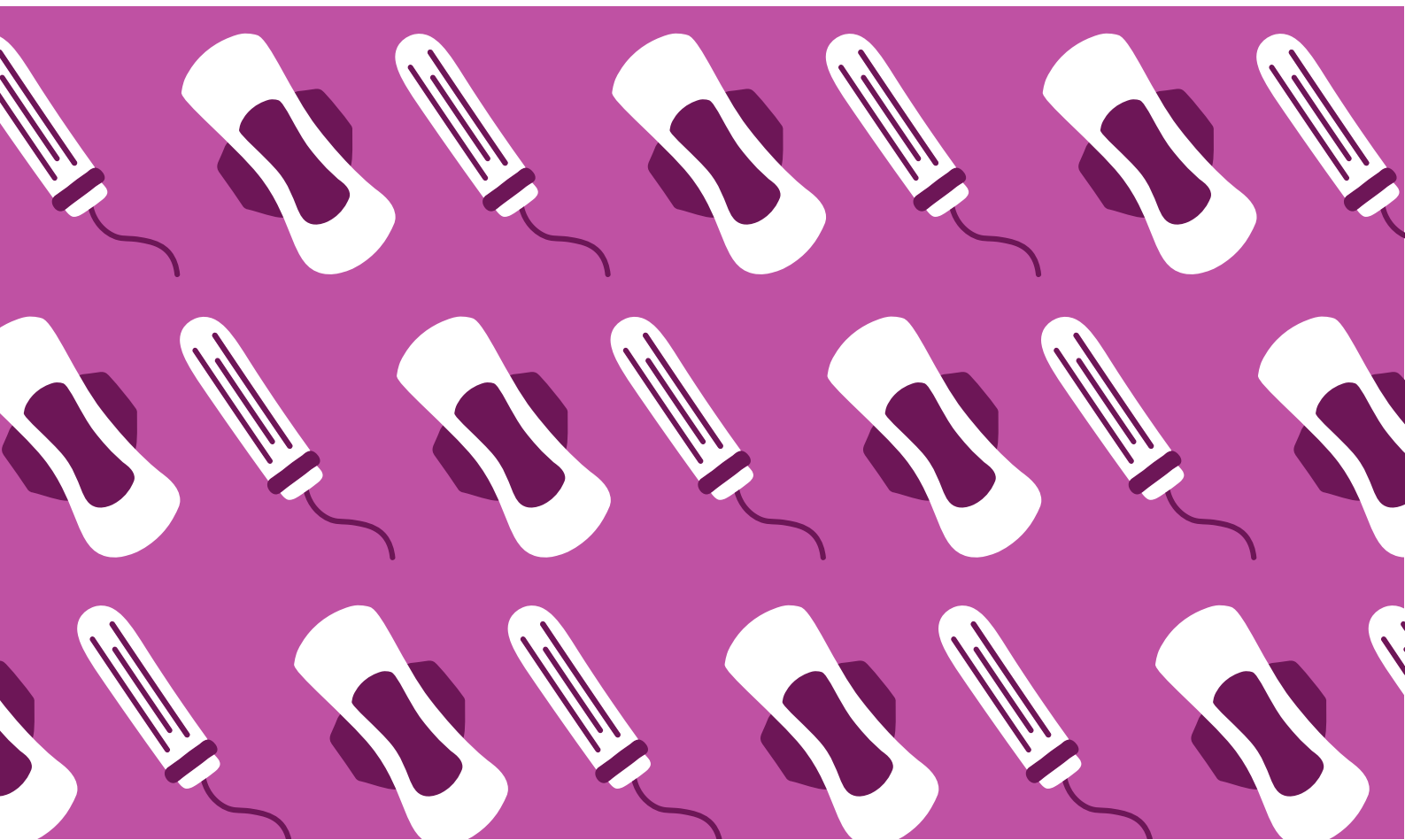


helping women period<sup>TM</sup>

# Period Supply Drive Toolkit

Plan | Collect | Give



# Thank you...

On behalf of Helping Women Period, thank you for your interest in coordinating a period supply drive to provide support to the Michiganders who live in period poverty.

By hosting a period supply drive, you are ensuring an adequate supply of period products is available to those who need them.

We want your drive to be a success, so we've put together this tool kit to make it as easy as possible. We hope you enjoy coordinating and hosting your drive! Feel free to reach out with any questions you may have.

Sincerely,  
Lysne Tait  
Executive Director

# In this Toolkit...

- Period Supply Drive Ideas
- Social Media Tips
- Social Media Samples
- Period Supply Drive Checklist
- Product Collection Form
- Product Goal Sheet
- Period Poverty Fact Sheet
- Supply Drive Flyers and Signs

# Host a Drive



## Step 1: Let us know

Let us know that you're interested in hosting a drive so we can assist and share it on our social media. Contact [Ryann@HelpingWomenPeriod.org](mailto:Ryann@HelpingWomenPeriod.org) with any questions.



## Step 2: Choose your location(s)

Pick a central location such as a school, library, or local business. Find a high-trafficked area within that location that will be easily accessible for people wanting to donate. Clearly label your drop-boxes using the drop-box flyer provided in this toolkit- or make your own!



## Step 3: Decide on a time frame

Determine a time frame for your drive that is longer than a week to ensure that people have enough time to donate. Identify community traditions, holidays, or events that may be relevant to your drive. For example, Menstrual Hygiene Day is May 28th and Period Action Day is October 8th.



## Step 4: Get the word out

Utilize social media and local news sources to announce your supply drive. Make sure to post notices (such as the flyers in this toolkit) wherever you choose to host your drive. Tell your friends and peers and take advantage of the social networks you belong to.

# Drive Ideas



## Find Your Team

Hosting a drive all on your own may seem daunting. Grab a few friends, coworkers, peers, or family members to make hosting a drive more manageable and more fun! Assign roles to your team members and identify ways to communicate with each other (i.e. group chat, in-person meetings, Zoom meetings, etc.). Grab a helpful hand (or ten) and get started!

## Themes

Picking a theme can help generate interest in your drive and make it more memorable. Some ideas include 'Period Supplies are School Supplies' or 'Stuff a Truck'. You may also wish to theme your drive off a holiday or event that is within your time-frame.

## Parties

Make your next party a Period Party and ask your guests to bring a box of period supplies with them!

- Birthday party
- Cocktail party
- Game Night
- Baby Shower

## Location

Select a location with creativity and convenience in mind:

- Schools
- Community Centers
- Libraries
- Coffee Shops
- Salons
- Grocery Stores

## Competition

Take advantage of friendly competition to make your drive more engaging and fun! Offer small prizes or recognition for the team, group, office, class, or individual that brings in the most product.

Competition can increase turnout and help spread the word!

## Pass the Torch

Be sure to promote your results to all those who participated and others as well. Use terms like “this time we collected” or “this time we raised...” so people understand there is an ongoing need. Offer support and tips to those who want to host a period supply drive of their own!

# Social Media Tips

## Spread the Word

Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your period supply drive. (Make sure your volunteers are doing the same!) Add and tag our accounts below!



### Facebook - (@HelpingWomenPeriod)

- Create a Facebook "Event" and invite all your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with HWP, as well!
- Share your story (create posts with all the drive details or even film a Facebook Live).
- Create a shareable profile picture frame.
- Thank donors by giving them a shout-out and tagging them in your posts.
- Upload plenty of photos and use the universal hashtag #EndPeriodPoverty in your posts



### Instagram - (@HelpingWomenPeriod)

- Share pictures of your period supply drive flyer.
- Utilize the location tagging tool to share your collection sites.
- Tag us and anyone else you want to be involved in the drive.
- Utilize Instagram stories and Live to spread the word and give your followers a behind-the-scenes look
- Create an Instagram Reel with information about your drive
- Remember to hashtag #EndPeriodPoverty and any other relevant hashtags that may draw interest to your posts!



### Twitter - (@HelpingWomen1)

- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- Share a link to your Facebook event or fundraising page where followers can learn more about your period supply drive and period poverty.
- Remember to include the hashtag #EndPeriodPoverty and any other relevant tags in your tweets!



### Send an Email

Emails are an effective tool to utilize throughout your period supply drive. Personalize your message and go into detail on why you are hosting a period supply drive and why you would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.

# Social Media Ideas



Your Name Here

Public ▼

Join me in supporting [Helping Women Period](#) by donating to my period supply drive! No one deserves to go without adequate menstrual coverage- period! [#EndPeriodPoverty](#)

- I believe everyone has the right to feel comfortable and clean. Please show your support by donating to my period supply drive! (insert graphic with details on period supply drive)
- Did you know 1 in 4 Michigan Menstruators have struggled with [#PeriodPoverty](#)? Please donate to my period supply drive to help change that.
- Small things can have a big impact. That is why I'm holding a period supply drive on behalf of [@HelpingWomenPeriod](#). Please consider giving today (add time + location details)
- Lack of period products is a hidden consequence of poverty. Help me reach my goal today and donate to my period supply drive! Every bit counts. [#EndPeriodPoverty](#)
- Help make a difference in an individual's life today. Donate to my period supply drive that will be taking place in (location) [#PeriodPoverty](#)
- Fact: School-aged menstruators cannot participate in educational activities without access to fundamental resources. Please consider donating to my period supply drive!
- Individuals require an average of 20 products a month to cover their cycle and these supplies aren't covered by safety net programs. [#EndPeriodPoverty](#) (insert drive flyer)

*Check out our social media for more ideas!*

[HelpingWomenPeriod.org](https://HelpingWomenPeriod.org)



# Drive Checklist

Follow and mark this 10-point checklist to ensure you have a successful drive.

- ☐ **Communicate with HWP**  
*Let us know you're interested in hosting a drive so we can collaborate and promote your drive on our socials! Check-in with us to see what products we could use the most at the time of your drive.*
- ☐ **Choose your location**  
*Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, etc. Be sure to label your collection bin (flyer included in this toolkit).*
- ☐ **Recruit Volunteers**  
*Hosting a drive on your own may seem daunting. Reach out to friends, family, colleagues, coworkers, or neighbors and ask them to help out!*
- ☐ **Select a start and end date**  
*Typically, period product drives run for one week to a month. Consider events and holidays, that may fall in your time frame and coordinate accordingly.*
- ☐ **Set your goals**  
*How many donations are you hoping to receive? Develop a way to track your progress. (Use the goal chart included in this toolkit)*
- ☐ **Decide on your theme**  
*Whether it's a themed party, a competition, or a simple period supply drive in your office, choose what works for you and your time frame!*
- ☐ **Spread the word**  
*Announce your period product drive via social media, emails, local news outlets, and notices throughout your community. Distribute the period poverty fact sheets included in this toolkit. Be active before and during the product drive!*
- ☐ **Set up transportation**  
*Depending on how many period products are donated, consider what type of vehicle(s) you will need to transport them.*
- ☐ **Collect and deliver**  
*Rally the volunteers and deliver your donated period products to your partner organization. Don't forget to take photos and share them!*
- ☐ **Share your results**  
*Post pictures on social media and let everyone know (including Helping Women Period) your results! Don't forget to thank all of your donors and your volunteers as well!*



# Collection Form

Use this form to track the number of products you raised. Be sure to provide this information to HWP after your drive is done!

Product	Quantity
Pads	
Tampons	
Liners	
Menstrual Cups	
Menstrual Discs	
Period Underwear	
Fabric Bags	

**Name:**

**Phone number:**

**Email:**

**Date:**

## Total Donations

Total # of Products: \_\_\_\_\_

Financial contributions: \_\_\_\_\_

# Period Poverty Fact Sheet

**Feel free to use these period poverty facts to support your donation drive. Post them on social media, add them to handouts, and talk about them when discussing your drive.**

- **1 in 5** menstruators in Michigan between the age of 12 and 44 live below the Federal Poverty Line. That's over **2 million** Michiganders.
- **1 in 4** menstruators in Michigan report having missed school or work within the last year due to a lack of menstrual products.
- When faced with a lack of supplies, many menstruators will turn to substitute products like **toilet paper or socks** or will use single-use products for longer than recommended.
- Only **4%** of menstruators are aware of a local resource where free or reduced-cost period supplies are available.
- An overwhelming **88%** of women agree that period products are a basic necessity.
- State and federal safety-net programs **cannot** be used to purchase period supplies.

Source: U by Kotex (2018) and the Alliance for Period Supplies (2020)

# Together We Can End Period Poverty.

---

Please support our period supply drive. All period products and funds donated will benefit:



Accepted donations include:

- Pads
  - Tampons
  - Liners
  - Menstrual cups, discs, and underwear
  - Funds
- 

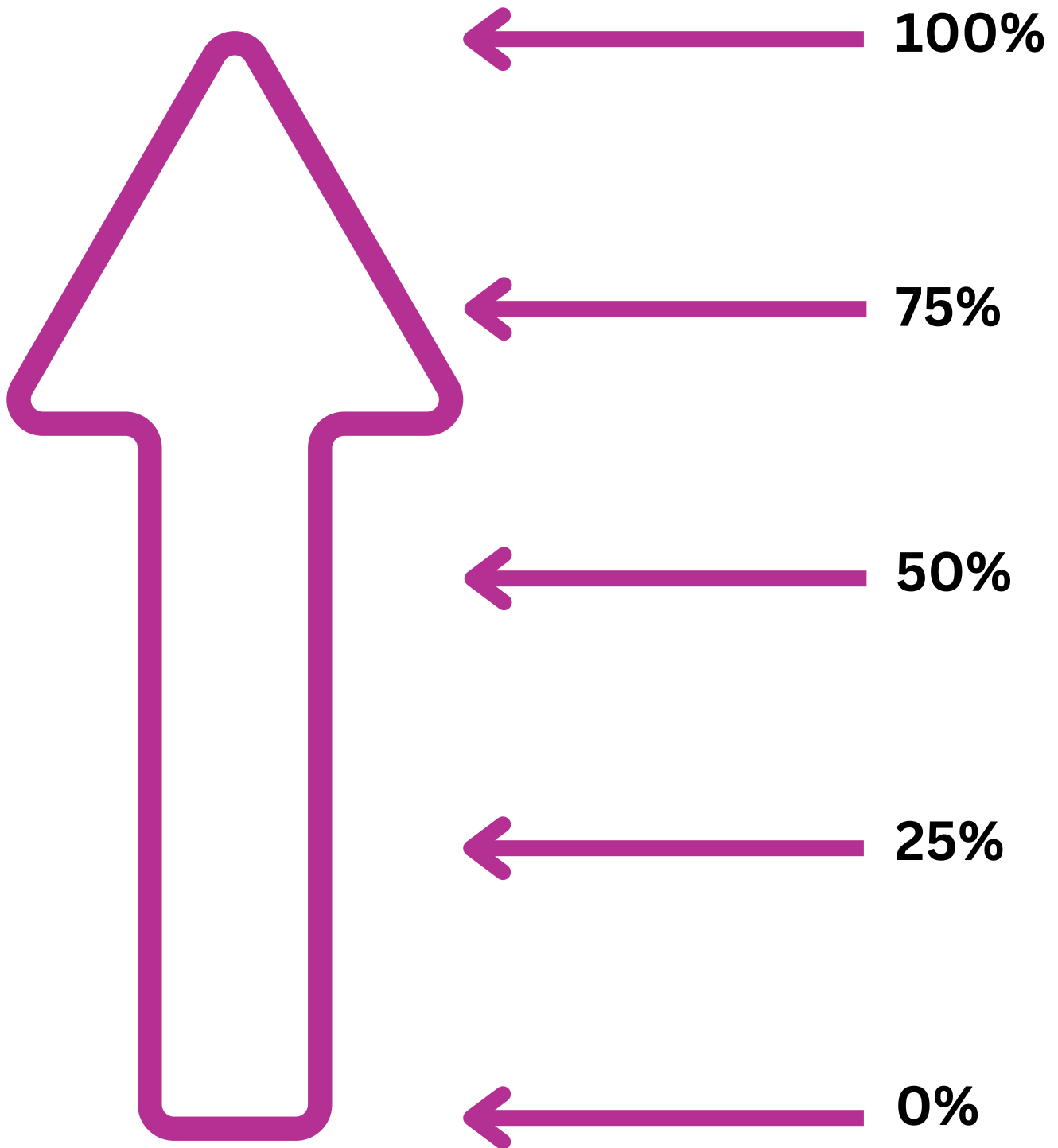
Date(s):

Location(s):

Hosted by:

# Supply Drive Progress

## Supporting Helping Women Period



### Find HWP Online:

Facebook: [HelpingWomenPeriod](#)  
Twitter: [@HelpingWomen1](#)  
Instagram: [@HelpingWomenPeriod](#)  
Website: [HelpingWomenPeriod.org](#)

helping women period™

Helping Women Period is a 501(c)(3) organization and donations are tax-deductible to the fullest extent of the law.