Setting Up a Giving Tree Donation Drive

1. Decide what type of donation drive you'd like to run: Virtual or Traditional

1.1. VIRTUAL GIVING
- Place a web link to our donations page on your organisation's website, in an email, in a newsletter, on your social media pages, or pretty much anywhere you like.
- You can also share a QR code in any printed materials for people to scan and donate!
- If you register for virtual giving using our Get in Touch form, we'll be able to set up a personalised section on our donation portal, specific to your organisation/group/community, and track and advise you of your client's total donations.
- LINK: www.commsatwork.org/donate
- QR CODE: Click here to download

1.2 TRADITIONAL GIVING TREE
- A traditional donation drive to collect food, gifts or both.
- Please refer to our list of items we need when requesting donations.
- Once your donations are collected, please drop them off (contactless drop-off) at our Tuggeranong or Gungahlin centres, or our Holder office.

2. Set a date: Decide when you will hold your donation drive (start and finish dates). As we support people throughout December, we would appreciate early collections, rather

than everything arriving the week before Christmas!

Please note the earlier we receive donations, the soon we can give them out. This also helps with people's anxiety about not having something to give their children for Christmas

3. Register with us: Visit our Get in Touch page (click here), and fill out the registration form by selecting "Register for Christmas Appeal."

4. Get your Toolkit. Visit our website to download your Giving Tree Toolkit and start promoting your donation drive. The toolkit contains:

- A poster you can print out or upload to your website to promote your drive: a poster for a food drive, a gift drive, or both food and gifts.

  There's a white space at the bottom of the poster for you to include the location of your Giving Tree or any other instructions for your donors.
- Suggested ad text for your newsletter, website, social media or other channels to let people know your drive is on. Get the message out as wide as you can!
- An image to use with your newsletter and social media posts.
- A donations list of suggested food and gifts to donate.
- Christmas Tree donation tags to print off and hang on your Giving Tree for people to collect. The QR code makes it easy for people to donate online.
- A Certificate of Appreciation to thank your supporters/donors.

5. Start collecting: Set up your Giving Tree (real or virtual) and start collecting donations!

6. Deliver donations: If you have collected food and/or gift donations, get your donations to Communities at Work. You can drop them off at Tuggeranong, Gungahlin, or Holder.

7. Thank supporters: Download a Certificate of Appreciation from our website and give it to your supporters to express your gratitude for supporting your drive!

More information: www.commsatwork.org/christmas

Giving Tree toolkit: www.commsatwork.org/christmas-giving-tree-toolkit/

If you have any questions, please contact our team at admin@commsatwork.org. You can also ring 02 6293 6500.

communities at work