

Period Supply Drive Toolkit

Plan

a successful period supply drive

Collect

donated products

Give

drop off at Catherine McAuley Center
430 Pittston Ave.
Scranton, PA 18505





Catherine McAuley Center Period Drive Toolkit

Thank You from The Catherine McAuley Center

Dear Ally,

Period poverty is an unbelievable form of modern-day oppression that exists right here in our community. Choosing between buying food or spending money on menstrual products remains a hard reality for many individuals and has a direct impact on our youth. Every year there are students unable to attend school because they do not have the menstrual products they need.

Doesn't everyone deserve to exist in a world where menstruating with dignity is a human right?

This is where **YOU** become part of the story. Donors who support the Catherine McAuley Center positively impact marginalized communities. Your belief in our mission allows the Center to make significant strides in women's and children's lives. Your support will increase access to menstrual health products, educate the community, and support advocacy efforts to reduce the stigma associated with menstruation.





This Toolkit Includes

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



Let's Get Started!





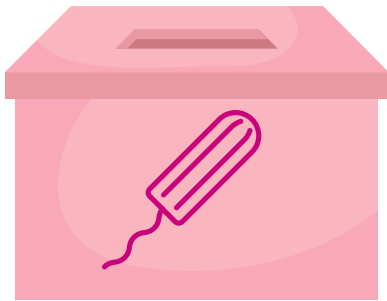
Catherine McAuley Center Period Drive Toolkit

Hosting a Period Supply Drive



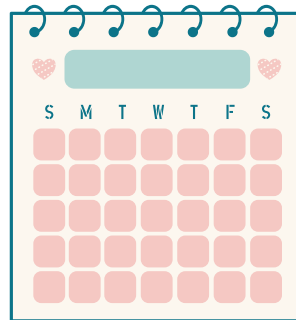
Share Your Plans With Us!

We would like to encourage you to contact us if you are hosting a period supply drive. We can help kick off your period drive, brainstorm ways to make it super successful, and promote your efforts in the community. Our development team can be reached at 570 892-2491



Choose Your Location(s)

Pick a place that is centrally located. A library, school, or local business – gain the support of the community by making it convenient to donate! Selecting a location that is easily accessible will generate greater participation. Label collection bins, and download our drop box flyer!



Decide on a Time Frame

Plan to host your period supply drive for at least a week or longer so people have enough time to donate. Does it make sense to tie your drive to a holiday or community tradition? Perhaps you can partner with an already planned event! FYI: Menstrual Hygiene Day is May 28th!



Get The Word Out

Announce your period supply drive through social media, press releases to local media and post notices (like our fact sheets and flyers we included) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about the drive to anyone and everyone.



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Period Supply Drive Ideas



Time to Team Up

Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load by sharing it among a few people. Grab a helpful hand or two and get started!

Themes

Picking a theme can make your period supply drive standout! Themes can be simple as “Girls helping Girls”, Stuff a Bus, or more creative like a themed dinner dance for period supplies!



Party It Up

If you’re planning a party, ask guests to bring a pack of period products as their admission! Make it a period party!

Locations

Be creative & convenient. There are many ideal locations for a period supply drive. Some examples are:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee shops
- Pharmacies
- Gyms
- Grocery stores
- Hair & Nail Salons
- Health Centers

Make it a Competition

Make your period supply drive fun and engaging! Have a competition and offer small prizes or recognition for the team, class or office that brings in the most products! Friendly competition can help spread the word and increase turnout.



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 to those who want to host a period supply drive of their own!



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Social Media Tips



Get the Word Out

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 - (@CatherineMcAuleyCenter)

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 us 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 - (@McAuleyCenter)

Share pictures of your period supply drive flyer.

Utilize the location tagging tool to share your collection sites.

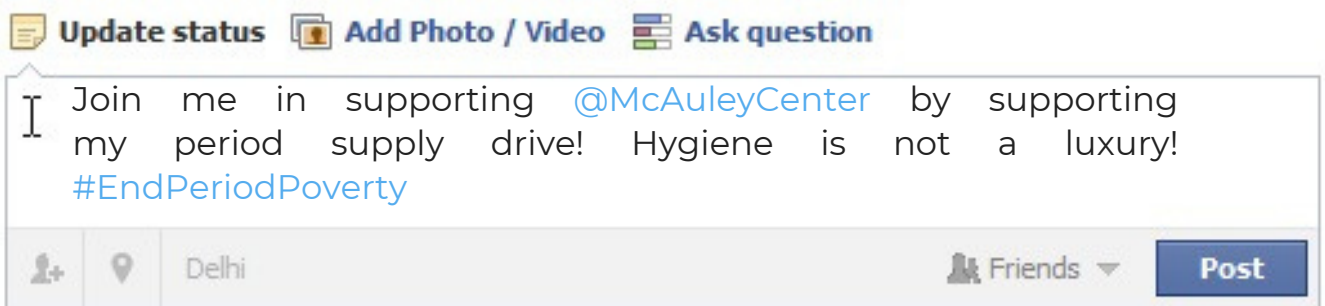
Tag @McAuleyCenter and anyone else you want to be involved.

Remember to hashtag #EndPeriodPoverty and any other relevant hashtags that may draw interest to your posts!



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Social Media Samples



Did you know 2 in 5 people with periods have struggled with #periodpoverty? Please donate to my period supply drive to help change that.

Small things impact big things. That is why I'm holding a period supply drive for @mcauleycenter. 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 girls cannot participate in educational activities without access to fundamental resources. Please consider donating to my period supply drive!

Follow us on social media for more useful content!



@mcauleycenter



@Catherine McAuleyCenter



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Period Supply Drive Check List

Getting Ready To hold a drive?
Check out our checklist below

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 you collection bin (flyer included in this toolkit).

Gather your team!

Ask friends, family, colleagues or neighbors to help out!

Select a Start/End Date

Typically, period product drives run for one week to a month.

Set your goals

How many donations would you like to raise? Ask the organization you're donating to what sizes they need most. Develop a way to track your progress. (Use our goal chart!)

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!

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 in this toolkit. Be active before and during the product drive!

Collect and deliver

Rally the volunteers and deliver your donated period products to our Administrative Offices at 430 Pittston Avenue, Scranton PA 18505

Remember to take photos and share them!

Share your results

Post pictures on social media and let everyone know your results! Don't forget to thank doors and volunteers too!



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Product Collection Form

Use this form to track the amount of products you raised. Be sure to bring your form when dropping off at the Catherine McAuley Center

Style	Quantity
Pads	
Tampons	
Menstrual Cups	
Liners	
Wipes	
Misc Items	
TOTAL	

<p>TOTAL DONATIONS</p> <p>Number of period products:</p> <p>Financial contributions:</p>

Your group/organization/name:

Phone number:

Email:

Date:

Notes/ Feedback/ Stories / Quotes



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Period Poverty Fact Sheet

Feel free to use these period poverty facts to support your donation drive. Use them on social media, handouts, and through word of mouth when discussing your drive.

2 in 5 people with periods struggled to purchase period products within the past year due to lack of income.*

1 in 3 low-income women report missing work, school or similar events due to lack of access to period supplies.*

Lack of access to period supplies is linked to using substitute products (toilet tissue or socks), stretching product usage, and missing important events.*

1 in 4 Black and Latina people with periods have struggled to purchase period products.*

The majority of people (68%) recognize period poverty is a public health issue in the United States*

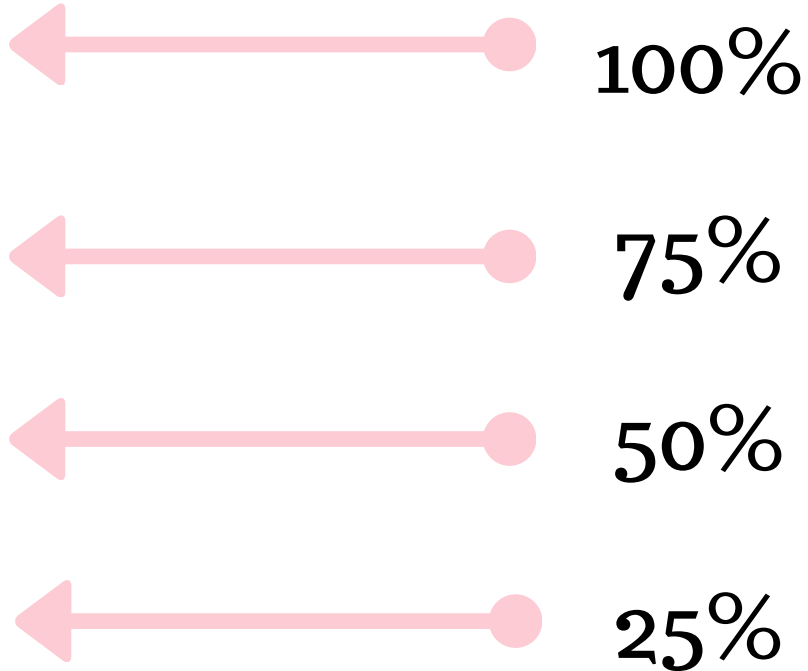
State and federal safety-net programs cannot be used to purchase period supplies.

*** Source: 2021 U by Kotex survey conducted with YouGov**

PERIOD SUPPLY DRIVE GOAL SHEET

2 in 5 individuals struggle with
#PeriodPoverty. Help today and donate
period supplies!

Our Goal: _____ Period Products!



Follow us on social media:

Facebook/Catherine McAuley Center

Instagram: @McAuleycenter

Get in Touch with us

430 Pittston Ave

Scranton, PA 18505

(570) 342-1342





Catherine McAuley Center Period Drive Toolkit Links and Contact Info

Social Media Accounts

Instagram: @McAuleyCenter

Facebook: The Catherine McAuley Center

Website: www.catherinemcauleycenter.org

Catherine McAuley Center General Information

Address: 430 Pittston Avenue,
Scranton, PA 18505

Phone: (570) 342-1342

Registered Charity: 23-2311889



**alliance for
PERIOD
supplies**

A special thank you to the Alliance for Period Supplies for their support in all things period banking and for providing an amazing template and so much content for this document!