

# Virtual Drive Toolkit

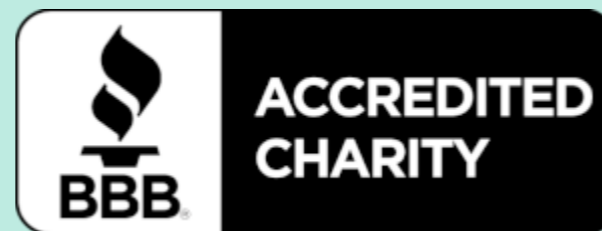


# Good+Foundation

# Thank you for being a Good+ Drive Host!

Dedicated supporters like you fuel our organization's work and mission to support families working toward financial stability. Below is a step-by-step guide to help you lead a successful drive for Good+Foundation.

If you have any questions throughout your drive please contact Anastasia Plavnicky at [Anastasia@goodplusfoundation.org](mailto:Anastasia@goodplusfoundation.org)



## Good+Foundation

## Step 1: Sign-up to host a virtual drive

Looking for an easy and impactful way to give back and get your friends, family and coworkers involved with Good+?

After signing up to host a virtual product drive, Good+ handles all the heavy-lifting and creates an online drive using Amazon's Baby Registry feature. We will then share a link with you to share it with your friends and family to purchase essential goods for donation to those who need them most, with items shipping directly to our warehouses.

**Register yourself as a drive host [here](#)**

## Step 2: Choose a theme & pick the dates of your drive!

Having a specific drive theme and date range helps to reinforce what's important to you while also helping Good+ families access the essential items they need. Most drives typically last two weeks.

### Most common drive themes:

- Immediate Needs Drive
- Diaper Drive
- Book Drive



### Some Alternative Themes by Month:

- January- National Bath Safety Month
- February- National Children's Dental Health Month
- March- Colic Awareness Month
- April- Celebrating Spring
- May- Mother's Day or Father's Day
- June- National Potty Training Awareness Month
- July- Celebrating Summer
- August- National Back to School Month
- September- Baby Safety Month
- October- National Child Health Month
- November- Holiday Toy Drive
- December- Winter Coat and Apparel Collection

Items on your registry will match the theme as best we can.

## Step 3: Share your drive on social media!

### Best Practices:

#### Personalize

- With a photo! We've included many throughout this document for your use to promote your drive! All photos are available [here](#).
- We also suggest including a short description of why you are supporting Good+Foundation. Your personal connection helps boost the success of your drive and shows your family and friends that you're devoted to the cause.

#### Share your link

Share your unique drive URL so people can easily contribute to your drive.

Tag Us!    

@GoodPlusFdn



New mom Kassidy was fortunate enough to have all she needed and more for her new baby and knows how expensive all these necessary items are to raise a happy and healthy baby. Kassidy hosted a virtual diaper drive to support Good+ families.

## Step 4: Spread the word!

Send emails to your close family, friends and coworkers or post on your social media with a link to your Amazon baby registry. Since your close contacts are most likely to donate, it will make a greater impact.

**You can use this sample text to help you get started:**

“Dear Friends and Family,

Families who live in poverty often have to make unthinkable decisions, like whether to buy diapers for their new baby or put food on the table. Parents in this position are constantly met by barriers that prevent them from achieving economic stability despite doing everything they can to provide brighter futures for their children. But Good+Foundation is looking to change all that.

I’m hosting a drive until [insert end date of drive] to support Good+ in its work to provide families with the tools and dignity to succeed.

Here is a link to my virtual Amazon drive: [insert unique drive URL link]

Thank you for supporting me and thousands of Good+ parents who work hard to give their children more, each and every day.”

## Spread the word (continued)

All available content on this page and throughout this document can be used to help promote your drive!

### [Good+Foundation logo](#)

### **About Us:**

Good+Foundation is a leading national nonprofit that works to dismantle multi-generational poverty by pairing tangible goods with innovative services for low-income fathers, mothers and caregivers, creating an upward trajectory for the whole family.

### **Additional Marketing Materials:**

1. Why Diapers Matter? [Infographic](#) | [Instagram Stories](#)
2. Why Books Matter? [Infographic](#) | [Instagram Stories](#)
3. Why School Supplies Matter? [Infographic](#) | [Instagram Stories](#)

## Step 5: Share Your Thanks



When your drive is over, we can share what goods your drive collected and how it will help families in underserved communities. Use this information to thank your donors for making a difference.

Anyone who purchases items from the registry will receive a letter acknowledging the donation to the name and address on their Amazon file at the close of the drive.

Hosting a virtual drive takes passion and hard work.

From all of us at Good+Foundation, **thank you!**

You help to drive our work each day and provide families with a path toward stability.



Questions?

Email: Volunteer Coordinator Anastasia at  
[Anastasia@goodplusfoundation.org](mailto:Anastasia@goodplusfoundation.org)