



## Successful Club Donation Collection Checklist

### Pre-Collection

#### COMMUNICATION TOOLS ESTABLISHED

- Establish Good Mailing List
- Way to Manage and Track Communication (GOS Can Help Clubs with Constant Contact)

#### HAVE FORMS PRINTED

- Team Collection Sheets (Adds some competition)
- Individual Collection Sheets (Makes Collection Organized)
- Collection Posters For Distribution (The Gift of Soccer Can Customize Posters)

#### BRAND EXPOSURE

- Add Club Logos to Forms (The Gift of Soccer Can Customize Forms)
- Contact Local Papers and News for Coverage

#### COLLECTION DATES AND LOCATION

- Establish Time Frames for Families/Teams to Gather Equipment
- Establish Several Ways to Drop Equipment to Organizers (Practice, Games, other)

---

### During Collection

#### PROMOTE

- Promote Donation Collection as Club Community Event
  - Explain the Benefits of Giving Back to Community
  - Explain the Benefits of Team Building Off the Field
  - Take Pictures of Kids Collecting
  - Add Pictures to the Website to Encourage Efforts
  - Promote with Newsletters, Twitter & Facebook, Website
  - Take Video for YouTube Promotion and Website Footage
-

## Post Collection Events

### TALLY

- Count All Collections (Can use Database Tool like Bento, or Excel)
- Take Pictures of Entire Collection with Kids if Possible
- Organize by Sizes and Quality

### THANK STAFF/PARTICIPANTS FOR EFFORTS

- Reiterate Donation Collection as Club Community Event
- Add Pictures to Website, Social Media Avenues, and Newsletters
- Contact Local Papers and News for Coverage
- Post Collection Statistics

### DISTRIBUTE

- Start Local!**
  - \* Team Families on Scholarships or in Need
  - \* Schools in Area that May Not Have Budgets for Sports
  - \* Organization & Homeless Shelters that Can Provide Positive Focus Items for Kids
- Expand Outwards & Look in Other Parts of your State or Region
- Send Items Internationally through US Soccer Foundation and EuroSport

### PLAN FOR THE NEXT YEAR

- Make the Event an Annual Occurrence. Ideally at the Same Time Each Year (So that Parents Know When and Then They Can Plan for It)
-