



## Successful Club Donation Collection Checklist

### Pre-Collection

#### COMMUNICATION TOOLS ESTABLISHED

- ☐ Establish Good Mailing List
- ☐ Way 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)

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### 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 website to encourage efforts
  - ☐ Promote with newsletters, Twitter & Facebook, Website
  - ☐ Take Video for YouTube Promotion and Website Footage
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## 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
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