



HOW TO: HOST A DRIVE

HYGIENE INSECURITY IMPACTS

2 IN 5 MIDDLE TENNESSEANS.

PRODUCT DRIVES ARE A GREAT WAY TO PROVIDE BASIC HYGIENE KITS TO OUR NEIGHBORS IN NEED.



In-Person

Set up a collection bin and schedule a pickup or drop-off for donations when it's convenient!

Perfect for groups & offices



Virtual

Collect donations online from a curated wishlist—items purchased ship directly to the CRC!

Perfect for those with limited space.



Hybrid

Have an on-site collection bin **AND** collect online donations

Perfect for those that want to do both!

CHOOSE YOUR DRIVE TYPE



REGISTER YOUR DRIVE
@CRCMIDTN.ORG/
GIVE-BASICS



SPREAD THE WORD: WE CAN HELP!



COLLECT DONATIONS



GET STARTED TODAY!

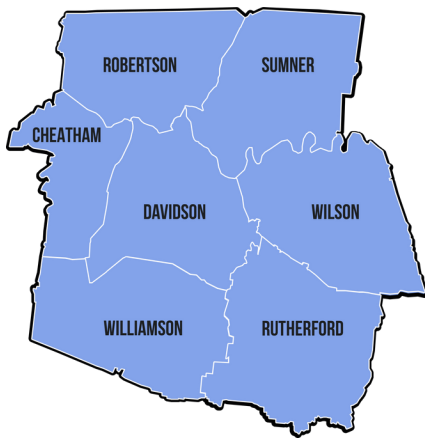
COMMUNITY RESOURCE CENTER



Product Drive Toolkit

Thank you!

for stepping up to host a product drive
benefitting the Community Resource Center.
Your efforts help **make a huge difference
for neighbors facing hygiene insecurity.**



Every day, neighbors across Middle Tennessee face the difficult reality of going without basic hygiene items. For a child, that can mean missing school. For an adult, it can mean losing hours at work. **These are choices no one should ever have to make.**

That's why the CRC exists - to be a sure bet for our neighbors in need. From schools to health clinics to senior programs, we provide hygiene and dignity across seven counties.

**The donations collected in your drive will
be distributed to those in need across**

85+
partners

450+
locations

7
counties

**COMMUNITY
RESOURCE
CENTER** 

LET'S GET STARTED



PLAN

Select **which type** of drive you are interested in doing:

- **In-person:** Perfect for groups & offices that would like to have a physical collection bin and are driving donations to a specific location during a specified time.
- **Virtual:** No space for a drive? Host a Virtual Drive! We'll create a custom Amazon wishlist, items ship straight to the CRC, and we'll track donations. Your team can even volunteer if you'd like.
- **Hybrid:** For the biggest impact, choose a Hybrid Drive. Collect donations on-site with a bin and online with a custom Amazon wishlist. Perfect for both in-store shoppers and those who prefer delivery. Also a great options for those not able to donate in person.

THEN CHOOSE



The **START** and **END** date for your drive.

We recommend having your drive last at least a week.



Where the **location[s]** for your drive to take place will be if applicable.



What kind of products would you like to collect.

Do you have a specific set of items in mind, or do you want the CRC to send a list of needed items?

REGISTER

Register your drive at the QR code



REGISTRATION
FORM LOOKS
LIKE THIS

A screenshot of the 'CRC Product Drive Sign Up' form. The form is titled 'CRC Product Drive Sign Up' and includes a thank-you message from the Community Resource Center. It contains several input fields: 'Group or Organization Name', 'Point of Contact Name' (split into 'First Name' and 'Last Name'), 'Point of Contact Email', and a confirmation field 'Please confirm email again'. A red arrow points from the QR code to the form. The form is enclosed in a red border.

COLLECT

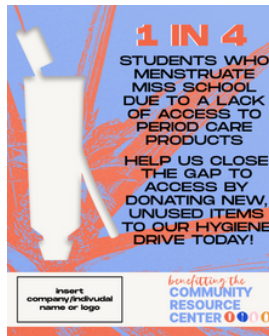
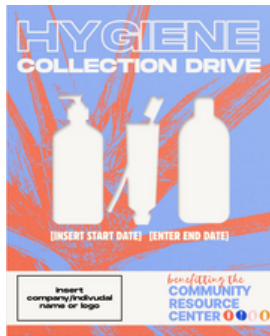
- **In-person** collection: use bins or boxes clearly labeled, along with the flyer of items to be collected (attached) throughout the duration of your drive.
- **Virtual**: use flyers, posters, social media, email, etc to connect with your network. Share our ready made graphics and sample posts (attached in this packet) with links to our Amazon wishlist and opt to have items sent directly to the CRC!
- **Hybrid**: Do both! Collect physical items while also encouraging people to give electronically. This makes it easy for everyone to participate, no matter where they are.

ADVERTISE [WE CAN HELP]

You'll want to promote your drive and let your people know what to expect, what to collect, and more. At the CRC, we go the extra mile to ensure that you have what you need for a successful drive. We have taken the guesswork out of what to say and why by putting a promotional toolkit together for you!

PROMOTIONAL TOOLKIT INCLUDES:

SOCIAL MEDIA KIT INCLUDES CUSTOMIZED GRAPHICS AND COPY



EXAMPLE COPY:

Many families in our community are forced to choose between groceries and hygiene products.

That's where the Community Resource Center steps in — and where you can too. ❤️

By donating items to our hygiene drive you're helping us live out our mission.

[Insert Drive Dates]

[Insert Location]

Unable to stop by in person but still want to make an impact? Shop items from our Amazon Wishlist. Items will be shipped directly to the CRC!

BRANDED FLYERS



EMAIL COPY

Dear [Name/Community/Friends],

We're excited to share that [Business Name] is hosting a **Hygiene Drive** to benefit the Community Resource Center (CRC)!

The CRC's mission is to *meet needs, restore dignity, and build community*—and hygiene essentials play a big role in that mission. Unfortunately, items like soap, shampoo, and deodorant aren't covered by assistance programs, leaving many families in our community struggling to access them.

That's where we can step in. ✨

Here's how you can help:

- 🌿 Donate new, unused hygiene items (toothpaste, soap, deodorant, shampoo, period products, etc.)
- 📍 Drop them off at: [Insert Business Location(s)]
- Between: [Insert Drive Dates]

Every single donation helps the CRC provide dignity and hope to our neighbors. Together, we can make a real difference. ❤️

Thank you for supporting this important cause—we're stronger when we care for our community, side by side.

**COMMUNITY
RESOURCE
CENTER**

WHAT TO COLLECT



TOOTHBRUSHES



TOOTHPASTE



SOAP



SHAMPOO



DEODORANT



PERIOD CARE

MANUAL TOOTHBRUSHES
ELECTRIC TOOTHBRUSHES
FLUORIDE TOOTHPASTE
NON-FLUORIDE TOOTHPASTE
NATURAL TOOTHPASTE
MEN'S DEODORANT
WOMEN'S DEODORANT
UNISEX DEODORANT
BAR SOAP

MEN'S BODY WASH
WOMEN'S BODY WASH
UNISEX BODY WASH
SHAMPOO- ALL TYPES
SHAMPOO- NATURAL HAIR
PANTY LINERS
PADS- REGULAR FLOW
PADS- HEAVY FLOW
PADS- OVERNIGHT

*products must be unused, unopened