

UNDIES DRIVE TOOLKIT

STEP ONE
REGISTER

Fill out the “Register a Drive” form online. We’ll be in touch to confirm and answer any questions you may have.

STEP TWO
PROMOTE

Promote your drive and let your community know that you’re collecting underwear using our handy Drive Toolkit.

Logos are included in the following pages for promotional use.

STEP THREE
**SCHEDULE
DELIVERY**

Let us know once your drive is complete. We’ll schedule a time for you to drop off your collection at our HQ, or for us to come pick it up in our Undies-mobile.

PROMOTE YOUR DRIVE

**IT’S EASY TO PROMOTE YOUR
DRIVE AND LET YOUR
COMMUNITY KNOW YOU’RE
COLLECTING UNDERWEAR**

- + Like and follow Undies for Everyone on Facebook, Twitter, and Instagram
- + Email your friends and family about your drive using our sample email templates below
- + Personalize and send a press release to your local papers and TV stations
- + Share your Selfie! Take pictures of yourself, your family, and friends with the undies you collect during your drive using these hashtags: [#undiesforeveryone](#) and [#ufeselfie](#). Your profile must be set to public for Undies for Everyone to see your tagged photos.

SEND AN EMAIL

SENDING AN EMAIL TO FAMILY, FRIENDS, AND COLLEAGUES IS AN EASY WAY TO PROMOTE YOUR UNDERWEAR DRIVE. PROVIDED BELOW ARE SAMPLE EMAIL MESSAGES YOU MAY COPY, PASTE, AND PERSONALIZE TO YOUR LIKING.

GENERAL

SUBJECT

Group Name is holding an Undies for Everyone Drive!

Dear Family/Friends,

This year I'm (we're/group name) teaming up with Undies for Everyone to hold an underwear drive and I (we/group name) need your help!

1. Donate underwear to my/our drive! During insert date range here, stop by insert location information here to drop off new underwear. All underwear collected will be donated locally to our neighbors in need. My/our group name's goal is to collect insert amount here underwear! Get all of the details here: insert your personal underwear drive page link.
2. Donate dollars! Donations to Undies for Everyone support their underwear drive program and outreach efforts. Every \$6 donated provides one child a year's worth of underwear! You can donate directly to my underwear drive and help me reach my goal of helping X people by clicking here: insert your personal underwear drive page link. You can also donate cash or by check during my/our underwear drive.

I/we hope you will support my/our underwear drive and help me/us give something small but impactful to our neighbors in need. You can learn more about Undies for Everyone by visiting their website: undiesforeveryone.org.

Thank you for your consideration!

Sincerely,

BUSINESS

SUBJECT

Company Name is holding an Undies for Everyone Drive!

Dear Co-workers/Family/Friends/Vendors:

This year, insert company name is teaming with Undies for Everyone to hold an underwear drive. All underwear collected will be delivered here locally to help our neighbors who are in need. Our goal is to help X people by collecting X pairs of underwear and \$X! There are several ways you can support the drive and help insert company name meet our goals:

1. Donate underwear to our drive! During insert date range here, stop by insert location information here to drop off new underwear. All underwear collected will be donated locally to our neighbors in need. Get all of the details here: insert your personal underwear drive page link.
2. Donate dollars! Donations to Undies for Everyone support their underwear drive program and outreach efforts. Every \$6 donated provides one child a year's worth of underwear! You can donate directly to my underwear drive and help me reach my goal of helping X people by clicking here: insert your personal underwear drive page link. You can also donate cash or by check during my/our underwear drive.
3. Help us spread the word! There are millions of Americans who simply cannot afford to buy underwear. Please help us promote insert Company's name's drive on social media so that we can collect as many pairs of underwear and dollars as possible.

We hope you will support us and help us make this year's drive a huge success. Ultimately, we will be making a big impact in our local community by spreading underwear to our neighbors in need. You can learn more about Undies for Everyone by visiting their website: undiesforeveryone.org.

Thank you for your consideration!

Sincerely,

UNDIES FOR EVERYONE

BLACK AND WHITE LOGO

The Undies for Everyone logo and name are under protection from copyright and cannot be used without the permission of the company. The logo and name may not be used in unapproved drives. The Undies for Everyone logo may not be distorted or altered in any way but size.

UNDIES FOR EVERYONE

COLOR LOGO

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