

# Buddy Bags

Dignity | Compassion | Hope

## How to hold a successful Drive:

- 1. Contact Buddy Bags** Fill out a Donation Form on our website and send it in to either [info@buddybagsms.com](mailto:info@buddybagsms.com) or call 601.909.0794 to set up your Donation Drive. One of our Board members will contact you about your thoughts and how we can help.
- 2. Set your goals** Take a look at your space, your demographics, and clientel. This will guide you on your goal expectations. If you don't have a lot of foot traffic in your office you may want to either do an internal office drive and/or strongly promote your goals to the public with a contest or raffle.
- 3. Use your connections.** Have a vendor that might donate a raffle item? Do a lot of business with marketing agencies? See if they will get your event out to the public even more. The more excitement you have started before the Drive even starts the more successful it will be. Consider offering an incentive like an exclusive coupon or small free item for customers/employees who donate items.
- 4. Stay in contact with Buddy Bags** If something changes or you made an excellent contact before, during, or after your Drive then let us know. We might be able to work with the situation to make it better for both Buddy Bags and you. If donations are flying in and taking over your space don't get frustrated, just give us a call and we will make arrangements to pick them up. We will also create graphics for social media and our website to thank big sponsors, give a pulse of your event, and keep people interested and sharing.
- 5. Market, Promote, and Sell your Event** Your Drive's success will be mostly due to your promotion of it. If you show excitement and get the word out to your employees/patrons/friends/co-workers and then get them to Share the event you will create a snowball effect and have a successful donation drive.

Buddy Bags has several items used for events such as banners, monetary donation boxes, hampers, signage. We can do graphics, press releases and more to make your event successful.

**[www.BuddyBagsMS.com](http://www.BuddyBagsMS.com)**