

FILL THE TRUCK DRIVE

Thank you for your interest in hosting a Fill the Truck event to benefit City Mission of Schenectady! Your event will help provide essential items for the men, women and children we serve.

As you begin to plan your event, here are some points to consider:

- Pick a date and location. We have found that holding the event in an easily accessible location contributes to the success of the event.
- Determine the size of your event. Do you have other community partners or neighboring businesses who may be interested in partnering with you to increase event impact? Depending on the anticipated size of your event, we will drop off a City Mission truck or van to be filled.
- Consider if your drive will be part of another special event or company initiative. For example, do you have a company picnic or gathering planned that you could wrap the drive into to elevate involvement and excitement?
- Enlist a team of committed volunteers who will help to coordinate the logistics, promote the event, and be engaged at the various stages of the drive.
- Establish a plan to pre-collect items so that you don't miss out on donations that may not make it on your drive day. This can be done in collection boxes set up at various spots and then add to the fill the truck on your event day. If you have storage to do pre-collection, this contributes significantly to the success of the fill the truck event.
- Consider the various ways you will promote your event (social media, website, bulletin boards, posters, flyers, newsletter, eblasts, etc)



FILL THE TRUCK DRIVE

Suggested Fill the Truck Drives:

- Winter Gear: Coats, hats, gloves, scarves, snow pants for children and teens, winter boots (all sizes accepted from infant to adult, XL+ in high demand)
- Toy Drive: Help us provide holiday gifts to children in our community through donations of NEW toys, games, arts and crafts supplies, puzzles, and sports gear (list of suggested items available)
- Fill the Pantry: Nonperishable food items, canned goods, hygiene products (shampoo, conditioner, soap, toothpaste, toothbrushes, feminine products) and household cleaning supplies
- Clothing Drive: New and gently used items for all ages (list of suggested items available)

Fill the Truck events can be as big or small as you would like them to be. It can be as simple as having a truck onsite for a period of time on a set day or as involved as building the event into a company picnic or gathering with other activities like food and music, giveaways, decorations, and more. These events are meant to be tailored to what best serves your community and will bring the most excitement and incentive to participate to those involved. Unsure of what will work best for you, we can help you explore your options!

The key to success is promoting your Fill the Truck event. If people are not made aware, you will not receive donations. It is more effective to utilize a variety of communication channels to spread the word by beginning to share the date at least 3-4 weeks out from your event day and increasing the frequency of your messages as the day nears. We can help provide you with sample messaging and flyers.

To learn more and plan your event, please contact
Angie at asilipigno@citymission.com or
518-346.2275 ext. 306

