

PROJECT  
*Beauty*  
*Share*<sup>®</sup>

*the beauty is in the giving*

**GUIDE**

ON HOW TO  
HOST A SUCCESSFUL

*Hygiene*

**DRIVE**



project\_beauty\_share



ProjectBeautyShare

# WHY

## HOST A HYGIENE DRIVE?

**21%** of families facing hygiene poverty are forced to choose between paying medical expenses and buying critical personal hygiene items like shampoo and toothpaste?

With the current economic climate this has become more challenging for us to accomplish. We have experienced a **30%** increase in need in our community while facing a drop in donations of **40%**.

*That is where people like you can help by hosting a hygiene drive and serve the thousands of families in our community facing hygiene poverty.*



# WHO

CAN HOST A HYGIENE DRIVE?



## INDIVIDUALS...

can help us bring hope and dignity to women and families overcoming abuse, addiction, homelessness, and poverty.

*Together we can make a difference!*

## LARGE GROUPS...

such as high schools, social groups and businesses are welcome to host a Hygiene Drive on our behalf!

***"We were able to provide our clients with high quality hygiene supplies and basic sanitary necessities. This helped us save the very limited funds we were allotted by the federal government for bigger and more difficult to meet needs like housing and transportation."***

***- The World Relief Team***



# GETTING STARTED

## 1 Create a Timeline

Select a range of dates to host a hygiene drive. We suggest that you give yourself at least two weeks to collect items.

## 2 Set a Goal

Setting a goal can create the intention to make the most of the timeline created in step one.

## 3 Spread Awareness

Encourage others to spread awareness of hygiene poverty within your community. Make it relatable to people and make the call to action clear. Send out e-mails, newsletters, text messages, and post on social media.

Make sure to tag Project Beauty Share on any of your posts so we can help you spread the word!

**TIP #1: When using social media, make your posts shareable.**

**TIP #2: On Facebook, consider creating an event page to keep people up-to-date.**

## 4 Collect Items

Provide a centralized location that is obvious and easy to find. If your building is a large space such as a school consider having multiple locations.

## 5 Drop off Donations

Once your drive has ended give us a call (509)455-3537 and arrange a date and time to drop off what you have collected at our warehouse where we can personally thank you for all of your support.



# WHAT ITEMS ARE CRITICAL

## *Our greatest needs:*

- Shampoo
- Conditioner
- Soap
- Deodorant
- Disposable razors
- Oral hygiene
- Pads
- Tampons

Find a more detailed  
list on our website  
[projectbeautyshare.org](http://projectbeautyshare.org)

*We ask that all items be  
brand new to ensure the  
integrity of the product.*



# TIPS FOR SUCCESS

## **1 Have a Plan**

Host a meeting to plan the dates and duration of the drive.

Procure items to incentivize participation (award your participants' hard work)

## **2 Promote it**

Post about your hygiene drive and intention on social media

Place a notice in your printed media such as a newsletter.

Send out an email to people subscribed to your email chain.

Explain why you are doing this. Share the stats. EDUCATE & MOTIVATE others who want to donate

For anyone in your network that may want to donate, but isn't local, provide a link to the Project Beauty Share Amazon wishlist. They can ship items to Project Beauty Share, but send you a note about their donation, so you can track it!

## **3 Give Updates**

Post updates as you go. Make it fun.

Give a countdown to express the urgency to procure donation

Post how close or how far you are from your goal. Be transparent and encourage your audience to get you to your goal or to go beyond.

## **4 Celebrate your success**

Create a social media post touting your accomplishment.

Spotlight the group or person who procured the most donations.



A HUGE  
**THANK  
YOU!**

We would like to thank you for taking the first steps to answer our call to action. With your participation in this program, we hope to bridge the gap between our inventory and the need within our community. We are here to support you in your efforts by providing our Hygiene Drive Guide as well as social media shares and use of our licensed logo. Your success is our success so please call or email if we can support your hygiene drive further!

We're grateful for your interest in hosting a hygiene drive. It's this support from the community that makes Project Beauty Share possible.

*~Project Beauty Share*



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