

# Seats & Feet



2023 UNDERWEAR + SOCK DRIVE

## TOOLKIT

May 15 - June 8, 2023

[homeaidphoenix.org/events](https://homeaidphoenix.org/events)

# Seats & Feet 2023

## Thank You!

Thank you for your interest in supporting HomeAid Phoenix and the homebuilding industry's broader goal of helping those experiencing homelessness to build new lives.

This Toolkit was prepared to guide you through the steps of planning, promoting, and holding a workplace giving drive. No group or amount of clothing collected is too big or too small—we appreciate your generosity!

## We're here to answer your questions!

### Event Co-Chairs:

Nicole Sax  
C. 602-689-8465  
nsax@landseahomes.com

Lexi Romano  
C. 301-828-8326  
lromano@wmryan.com

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# FAQs

## **What is HomeAid Phoenix's mission?**

HomeAid's mission is to build new lives for the Valley's homeless through housing development and community outreach. HomeAid Phoenix was officially launched in 2019 - making us the 19th chapter of HomeAid America!

## **What is the "Seats & Feet" Drive?**

During times of crisis, families and individuals can experience difficulty providing for some of life's basic needs (e.g. clothing, food, hygiene products etc.). Underwear and socks are in constant demand, but tend to be some of the least donated items to local nonprofits serving the homeless. Seats & Feet is about uniting the homebuilding industry around a common cause in support of our neighbors in need.

## **When does the collection drive take place?**

The drive officially runs from **MAY 15 - JUNE 8**, culminating with a sorting & packing event on Thursday, June 8. Your company can choose to customize your drive's duration dates as long as all collections are received by June 7th, in advance of our sorting & packing event on June 8th!

## **What items are being collected?**

We are collecting **NEW underwear and socks** for men, women and children currently experiencing homelessness.

## **How do we get the items we collect to you?**

We have partnered with VIP Mortgage whose offices will serve as a drop-off location on Wednesday, June 7th, where we will sort and box them for our selected recipient organizations on Thursday, June 8th. They are located at **9221 E Via de Ventura Scottsdale, AZ 85258**.

## **Can we donate in other ways?**

Yes! You can shop/donate via our Amazon Wishlist account or make a monetary donation at **[www.homeaidphoenix.org](http://www.homeaidphoenix.org)**.

## **Where do the collected items go?**

All underwear and socks will be distributed to our local nonprofit partners who are serving homeless individuals and families. Our 2023 partners include: Andre House, Sojourner Center, Maggie's Place, Human Services Campus and House of Refuge.

## **Is my donation to HomeAid Phoenix tax deductible?**

Yes, HomeAid Phoenix is a registered 501(c)3 nonprofit organization, therefore in-kind and cash donations are tax deductible to the extent allowable by law. **Our Federal Tax ID is 37-1945833**. We send email receipts to anyone that makes a monetary donation.

# Checklist

Follow and mark this checklist to ensure you have a successful drive!

- SELECT** a point person(s) for the drive that will help promote the campaign and coordinate with HomeAid Phoenix.
- (Optional) DESIGNATE** a drop-off location(s) in your building/location(s) and provide a donation bin(s). We are happy to provide boxes and signage!
- SPREAD** the word with employees, colleagues, business partners, clients, neighbors, family members and friends!
- MAKE IT EASY** to participate! Be sure to let everyone know that they can also contribute by visiting [www.homeaidphoenix.org](http://www.homeaidphoenix.org).
- DELIVER** your donations on or before **WEDNESDAY, JUNE 7 before 5PM** to our central drop-off location at VIP Mortgage.
- SHARE** your success through email, social media, newsletters and word of mouth!

**Thank you!**

# Boxes + Flyers + Online

## Donation Boxes (Optional)

We are happy to provide collection boxes or you can provide your own. If you choose to provide your own, great! Providing your own boxes is a great way to increase the impact of your donation. Boxes will be delivered prior to May 15th. Place your order by emailing Lexi Romano at [lromano@wmryan.com](mailto:lromano@wmryan.com).

## Printed & Downloadable Flyers

We have a downloadable template that allows for co-branding with your company logo! **COMING SOON**

## Mini-Website

We are happy to create a mini-website for your company that includes important details and simplifies online participation. You can share this website via email and your social media. **COMING SOON**

# Marketing + Promotion Ideas!

## Word of Mouth

Let your employees, colleagues, clients and customers, friends, family, and neighbors know! Tell them in person or send an email. Ask them to donate and help spread the word!

## Use Social Media

Share the good news about your company's participation in this year's Drive via social media! It's a great way to highlight your community involvement and encourage others to participate. Be sure to link to your company's Seats & Feet Microsite that will be provided to you.

## Use Hashtags

**#seatsandfeet** **#homeaid** **#endinghomelessness**

## Post Flyers

Create your own flyer or use our downloadable template. **COMING SOON**

## Promotion Ideas - Get Creative!

### Company Match

Consider having your organization agree to match the level of donations from employees and/or clients – and promote it widely! For example, for every pair of socks donated...the company will also donate a pair!

### 2-for-1

Add a collection to another planned event like a meeting, luncheon, or staff activity.

### Friendly Competition

Encourage a friendly competition among departments/locations/groups.

### Recognition

Find simple ways to acknowledge employees and customers that make donations. Offer incentives to donate (e.g. entered into a raffle, jeans day, etc).

**THANK YOU!**



**Together, we're on a mission to collect **35,000** pairs of underwear and socks for our neighbors in need. Thank you for your partnership!**