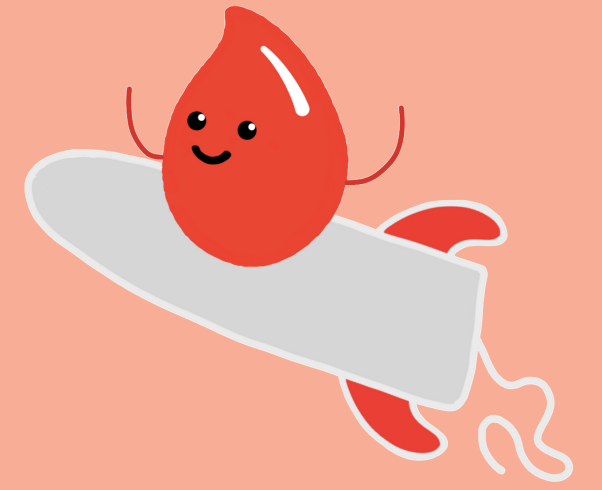


How to Host a Period Product Drive



The Current Issue

Millions of people across the United States are suffering the consequences of not being able to afford period products, and the COVID-19 pandemic has only exacerbated this issue. PERIOD will remain responsive and dedicated to serving those who are hit hardest by this crisis. We believe that menstrual hygiene is a matter of human rights, not a privilege.

How You Can Help

By hosting your own menstrual product drive, and encouraging friends, businesses and organizations to join, you will be providing products to menstruators in need *across your community*.

1. Find a Service Partner (Organization)
2. Collect Products
3. Promote the Drive
4. Count Up the Products
5. Make the Donation(s)
6. Follow Up with the Service Partner

GETTING STARTED: Determine where the products will go

Before you plan a product drive, decide which local shelter, nonprofit or organization you will be donating the products to in your community. Not sure how or where to start planning for your product drive? Keep reading!

Next Steps:

1. **Contact the organization** you would like to donate products to in your community and introduce yourself, your chapter/organization, and explain that you plan to collect period products, and **would like to donate** a certain amount to their facility.
2. Confirm that they are in need of period products. Make sure to **ask what type of product** (tampons, pads, reusables, etc.) **they need**, and in what form of packaging they would like it delivered.
3. **Figure out how, where, and when** you should drop off the products once your drive is complete.

Here are some places to begin your search:

- [National Coalition for the Homeless - Directory](#)
- [Map of Shelters and Service Organizations by State](#)
- [Women's Shelters and Transitional Housing](#)
- [Emergency Services Directory of Homeless Services](#)
- [Government HUD Search map](#)
- [Domestic Violence Shelter & Resource Locator](#)
- [Women's Shelters by State](#)
- [National Diaper Bank Network - US Basic Needs](#)
- [National Directory of Food Pantries](#)

Sample Email Template / Call Script

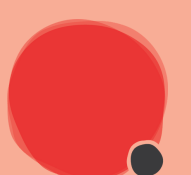
Dear [NAME],

My name is [YOUR NAME] with [YOUR ORGANIZATION] , and I'm hosting a collection drive to collect menstrual products in order to donate them to people in need. Once our drive is over on [THIS DATE], we would like to donate these products to local schools and shelters across the state.

We would like to donate to [NAME OF ORGANIZATION]! If you are willing and able to take the donated products to disperse them to your community, please let me know, and let me know the process of dropping the products off once we collect them.

Thank you so much for your time and consideration, and I look forward to hearing from you!

Sincerely,
[YOUR NAME]





DETERMINE HOW YOU ARE COLLECTING:

- **COLLECTION BIN:** If safe, and within your local COVID-19 Health Guidelines, determine where your collection bins will be set up. For example, this can be a common area on campus or local community center where you're able to leave a bin out to collect products — or you can work with a local business/public establishment. This is a great way to gather products in a touch-less manner. Be sure that the location of your drive is accessible and safe for all.
- **VIRTUAL WISHLIST:** How you set up your wish list is up to you! For helpful instructions/suggestions, you can take a quick look [here](#). To ensure shipping is a smooth process for the recipients, make sure the location can/is accepting shipments. Many organizations are operating with low staff due to COVID-19.
- **PURCHASING POWER:** Some people may find it easier to donate funds, which actually helps maximize our impact (because we work directly with manufacturers to purchase products for our national distribution center). Remind people they can do this and can give by visiting our [Donate page](#), or donate to your chapter to purchase products. Please note that donations made to your chapter will not be eligible for a tax deduction.



Photo credit to Chloe Belangia



Photo credit to Chloe Belangia



PROMOTE YOUR DRIVE:

Use social media and text your friends and family to help spread the word about your efforts! Need help with crafting a social media post?

Stats to Include (Optional):

- Did you know **one third** of people have struggled to buy period products during the pandemic? [Read more here](#).
- The SNAP & WIC program, which helps provide healthy food to women and children, does NOT cover access to hygiene items like period products.
- Currently, 30 states tax menstrual hygiene products as luxury items.
- More than 4 in 5 students in the U.S. have either missed class time or know someone who has missed class time because they did not have access to period products.
- Feel free to also reference:
 - [PERIOD x Thinx study!](#)
 - [PERIOD X @soyouwanttotalkabout collab post!](#)

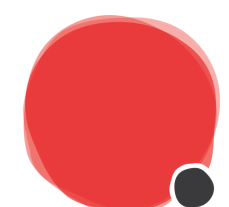
Sample Language for your Social Media Caption:

@periodmovement

In 2020, the lack of access to menstrual products has continued to impact millions of people across the country - and has been furthered by the COVID-19 pandemic 🤔 📌 It's clear now, more than ever, that menstrual hygiene is a matter of human rights, not a privilege. Now is the time to take action, and today I'm launching a product drive to collect period products and support my community!

Join me by donating at *INSERT INFO*! @periodmovement 📌

3 DAYS AGO



COUNT UP:

Before you drop off the product to your service partner(s), make sure to take note of how much product you donated! This way you will be able to show your community, donors, partners and peers who helped you succeed in this project, the impact that this product drive had!

If you would like, PERIOD would also love to showcase your work on our social media pages @periodmovement. Tag us in your posts!

FOLLOW UP:

Make sure to follow up with the service partner(s) that you donated product to in order to make sure that the process went smoothly, and that they received everything correctly. If you would like to, and have the capacity, this is the perfect opportunity to set up an ongoing partnership with this organization!



Photo credit to Chloe Belangia

Let's Stay Connected!

If you have any questions, or would like some assistance, please don't hesitate to contact the PERIOD Team!

General Questions: info@period.org

Service Team: service@period.org

Chapters Team: chapters@period.org

Policy Team: policy@period.org



Make sure to follow @periodmovement on social media and visit our website period.org to stay up to date with everything we're doing!

