



Smile Blanket/Coat Drive 2011-2012

Instruction Sheet

1. Obtain large container for collection. It can be a cardboard box about 36x36x36 or plastic container. Place Blanket/Coat Drive flyer on the box.
2. Designate high traffic area in the masjid that is accessible to both men and women as the collection area.
3. Move donated items into storage every 2-3 days or when containers are full. Storage area should be clean and free of pests. Keep mothballs or other insect repelling items with the clothes. (Be careful as mothballs maybe a threat to young children). If necessary, Smile will reimburse for cost of mothballs or purchase of cardboard/plastic containers.
4. If there is no designated storage area, you can make arrangements to have items stored at Smile's storage site.
5. Make sure to keep a tally of number of items donated (at least every 4-5 days)
6. Smile will collect items every 2 weeks during the drive and, of course, at the conclusion of the drive.
7. The drive will end on January 26, 2012. Blankets/coats will be donated directly to the homeless population in Passaic County. Excess items will be distributed to other homeless shelters around Passaic County or across NJ.

Marketing Instructions

1. Keep flyers posted visibly around masjid.
2. **Announcements:** Have regular announcements regarding the blanket/coat drive made after Isha prayers, Juma prayers and any at any other masjid event.
 - a. SMILE can provide HTML email to be sent to your listserv upon request
3. **Facebook:** Representatives from each masjid will be assigned as admins on Facebook event for the blanket drive.



- a. Invite all contacts to the event.
 - b. Representatives should post content, including statuses, motivational quotes, videos and pictures related to the blanket/coat drive at least once every 3 days. More is better.
 - c. Tag SMILE Facebook page in all posts to encourage others
4. **Twitter:** Use #SMILEBlankets as the hashtag
 5. Representatives should update tally of items donated every 4-5 days
 6. Representatives should post pictures of donated items to Smile's Facebook page at www.facebook.com/smileforcharity
 7. Lastly, SMILE...It's Charity!
 8. =>