



**OPERATION  
BACKPACK**

*Give Back. Give a Pack.*

SUPPLY DRIVE REGISTRATION PACKAGE



## VOLUNTEERS OF AMERICA CHESAPEAKE

# SUPPLY DRIVE REGISTRATION

### Thank You!

By hosting an Operation Backpack supply bin you let homeless and low-income children know that you are *Called to Care™*!

### Getting Started:

The Volunteers of America Chesapeake Development & Communications Team leads the Operation Backpack initiative. You can contact any member of the team with questions regarding your campaign.

### What Your Commitment Means:

Your commitment of \$500 and one full supply bin means that you are *Called to Care™* for thousands of homeless and low-income children throughout Washington, DC, Maryland and VA. Your commitment will help us cover funding gaps in tutoring, homeless services, supportive services for Veterans Families, and affordable housing resources.

### Tips to Help Meet the Commitment:

Engaging employees, parishioners, group members and volunteers is the core of a successful Operation Backpack Campaign. Here are some successful campaign ideas:

#### \$1 CAN MAKE A DIFFERENCE CAMPAIGN

- Did you know \$1 can make a difference for homeless & low-income children returning to class? Employees who donate \$1 can receive a raffle ticket for a *Called to Care™* Prize Pack. These prize packs are assembled by our Development Team and include cool Volunteers of America Chesapeake swag and incentives from our partners including The Washington Redskins Charitable Foundation, Enterprise Rental Car, Office Basics, and more!

#### T-SHIRT GIVE AWAY

- T-Shirts help employees, partners, donors and friends feel connected to the mission they support. Employees who donate \$10 towards Operation Backpack will receive Volunteers of America T-Shirts.

#### OTHER CREATIVE IDEAS INCLUDE:

- Donation for a chance to wear Jeans on a Wednesday (or day of your choice)
- Donation for a chance to win a free lunch

### Need More Ideas?

Contact a member of our Development & Communications Team for assistance in customizing an Operation Backpack campaign that aligns with your organization

### CONTACTS FOR THE MISSION

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**VOLUNTEERS OF AMERICA  
CHESAPEAKE**

# SUPPLY DRIVE REGISTRATION

## Collection Bin Timeline:

Here's a handy timeline to help guide you and your group through the life of the campaign:

### JUNE 20, 2014

Campaign Sponsorship Kick-Off

### WEEK OF JULY 14, 2014

Campaign Collecting Kick-Off & Bin Delivery

### WEEK OF AUGUST 14, 2014

1st Collection Round

### WEEK OF AUGUST 25, 2014

Campaign Finale Week & 2nd Round of Collections

### SEPTEMBER 2, 2014

Campaign Finale

### WEEK OF SEPTEMBER 8, 2014

Final Round of Collections

\*A Development Team member will help schedule your individual collection days during each collection round.

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## Supply Drive Registration Form:

We'd like to host an Operation Backpack 2014 Supply Drive!

ORGANIZATION NAME:

ORGANIZATION CONTACT PERSON:

EMAIL:

PHONE:

ORGANIZATION ADDRESS:

STATEMENT OF COMMITMENT:

\_\_\_\_\_ is ready to answer the Call to Care for homeless and low-income children throughout Washington, DC, Maryland and Virginia.

CONTACT/LEADERSHIP SIGNATURE:

DATE:

➡ Return to: Communications Specialist Danielle Milner (DMilner@voaches.org)