



Thank you for your interest in hosting a Dream-Kit Donation Drive to support My Very Own Bed's work providing new beds and linens to children who need them. While every organization is unique, and you may need a more tailored approach to your drive, here is the basic information you need for a successful drive.

1) **Goal:** The primary goal of the drive is to collect **NEW, twin-size:**

- Mattress pads
- Sheets
- Blankets or comforters
- Pillows
- Stuffed animals

Some people prefer to make a financial donation, so it is helpful to include that option, too.

2) **Set the Schedule:** We recommend that you host a drive for 2-4 weeks – long enough to gather momentum, but not so long that you and your community get tired of the work and the reminders. Once you know when you'd like to host, communicate with Meg at [meg@myveryownbed.org](mailto:meg@myveryownbed.org).

3) **Donation Box:** You may choose to place one (or more) of our three-foot cubed donation boxes in a prominent space to both promote the drive and collect items. You will also want to put someone in charge of making sure that the donations are **new and twin-size**.

4) **Promote the Registries:** If you want to provide a virtual option, share this information:

You may purchase Dream Kit items from any store of your choice and ship to My Very Own Bed at 34 13<sup>th</sup> Ave. NE, Suite 106, Minneapolis, MN 55413. For ideas or to purchase directly, My Very Own Bed has wish lists at

- [Bare Home](#) - a Minnesota-based bedding company
- [Kohl's](#)
- [Target](#)
- [Amazon](#)

5) **Create a Campaign Page (optional):** We can create a landing page for your drive that explains the details and provides a link for financial gifts. It would include,

- a. My Very Own Bed's mission
- b. Your ask
- c. Your goal
- d. A timeline

Here is some suggested language to incorporate in your communication strategy:

Imagine kids sleeping on a hard, cold floor each night. Unfortunately, that is the reality for far too many children in our community. For a kid, a bed is more than a piece of furniture. It's a

place to bounce, to launch superhero flights, and ultimately a comfortable place to snuggle under the covers for a good night's rest. Adequate sleep directly impacts kids' physical and mental health and enhances their focus and learning at school. Kids also benefit from having a place to call their own; it increases their responsibility and independence.

You can be a part of providing a comfortable bed to kids who need them! We are partnering with [My Very Own Bed](#), a local non-profit that provides new beds and linens to children in families who have recently moved out of homelessness into more stable housing in the Twin Cities.

With each new bed, My Very Own Bed provides a Dream Kit, which includes **NEW, twin-size:**

- Mattress pads
- Sheets
- Blankets or comforters
- Pillows
- Stuffed animals (huggable size, ~ 12")

You may drop these items [insert details about the donation box].

If you prefer to shop online, you may purchase Dream Kit items from any store of your choice and ship to My Very Own Bed at 34 13<sup>th</sup> Ave. NE, Suite 106, Minneapolis, MN 55413. For ideas or to purchase, see My Very Own Bed's wish lists at:

- [Bare Home](#) - a Minnesota-based bedding company
- [Kohl's](#)
- [Target](#)
- [Amazon](#)

**Be sure to add [insert organization name here] to the order so that My Very Own Bed can record your donations as part of our drive.**

You may also donate directly to [My Very Own Bed here](#) (we could provide a special link if you decide to create a campaign page).

- 6) **Communicate:** Whether or not you create a campaign page, you will want to send an initial and at least two follow-up messages about the drive via e-mail, electronic newsletter, or any other effective means available in your community, perhaps providing updates on progress or other ways to motivate people to participate. (Using any or all of the suggested language)
- 7) **Item Collection:** We appreciate any logistical assistance you can provide – including picking up and returning the donation box and dropping off donations when the drive is over. We are also able to assist you, as needed.

***We appreciate any photos you are able to send us. We love sharing them on social media!***