

# HOPE & COMFORT

WORKING TO END HYGIENE INSECURITY



Hope & Comfort Volunteerism at Home

## Virtual Hygiene Product Drive

Despite social distancing, you can still support Hope & Comfort's mission to improve the health, self-esteem, and hygiene education of Greater Boston youth from the comfort of your own home. Learn more at [www.hopeandcomfort.org](http://www.hopeandcomfort.org). Thank you for your support in the fight to end hygiene insecurity!

Because our warehouse is currently closed to volunteers, we need even MORE help collecting hygiene products to serve the youth and families who depend on us. To assist with this, you can run a virtual hygiene product drive from the safety of your own home! Let's get started...

### Step 1: What is a Virtual Hygiene Product Drive, Anyway?

Typically, volunteers lead hygiene drives by collecting hygiene products at school, work, and other community sites. Since collecting in the community is not possible at this time, we are relying on virtual drives to amass products via Hope & Comfort's Amazon Wishlist instead. By hosting a virtual hygiene product drive, you are leading the charge in educating your networks about Hope & Comfort's mission and encouraging them to purchase products that will be sent directly to our warehouse during this time of enormous need. Thank you!

### Step 2: Make a Plan to Promote Your Virtual Hygiene Product Drive

Virtual drives are fun and easy to promote! Encourage your friends and family to participate by sending personalized emails, posting about your drive on social media, or sending out text messages to spread the word.

On the next page, you'll find some examples of outreach you can personalize to promote your efforts. Feel free to cut, paste, and personalize!

## Email Template

Dear \_\_\_\_\_,

[Hope & Comfort](#) is a nonprofit organization that provides essential hygiene products to youth and families in need across Greater Boston area. I personally care deeply about Hope & Comfort's mission because \_\_\_\_\_.

During the coronavirus pandemic, soap and other hygiene products are even *more* important for health and wellness. To support the enormous need for these items, I am inviting you to participate in my virtual hygiene product drive. To take part, please visit Hope & Comfort's [Amazon Wishlist](#) and select the hygiene items you'd like to purchase. It's as easy as that! The hygiene products we collect together will be sent directly to Hope & Comfort during this time of enormous need.

Together, we can support the thousands of youth and families who depend upon Hope & Comfort for these basic essentials. Thank you for your help!

Sincerely,  
\_\_\_\_\_

## Social Media or Text Message Template

Please join my virtual hygiene product drive! Hope & Comfort ([www.hopeandcomfort.org](http://www.hopeandcomfort.org)) is a local nonprofit that delivers essential hygiene products to youth and families in need. During the coronavirus pandemic, soap and other hygiene products are even *more* important for health and wellness. In this challenging time, Hope & Comfort needs our help more than ever to collect hygiene products. Please visit their Amazon Wishlist at <https://www.a.co/6TmBJSJ> and consider making a purchase. Every bar of soap helps!

## Other Promotional Tools

### Handles for Social Media Tags:

Facebook and Instagram: @HopeandComfort

Twitter: @HopeandComfort1

### Hygiene Product Photos:



### Step 3: Questions?

*Q: How will Hope & Comfort know that the hygiene products received are being sent as a part of my virtual drive?*

A: Please include a note when you check out on Amazon indicating the products are from you...and make sure you remind your participants to do the same!

*Q: What if my friends/family have a question about Hope & Comfort that I cannot answer?*

A: Encourage friends and family to visit our website to learn more about our mission. And, you can always contact Abby MacDonald, Community Engagement Manager, at [amacdonald@hopeandcomfort.org](mailto:amacdonald@hopeandcomfort.org) or 774-847-1224 with any further questions.

### Step 4: You Did It!

Snap a photo or share your reflections on your virtual hygiene drive experience, and tag us on Facebook/Instagram at @hopeandcomfort or Twitter at @hopeandcomfort1. This will raise awareness about your tremendous efforts and encourage your friends and neighbors to follow in your footsteps.

Give yourself a pat on the back and be sure to thank those who participated in your drive – you're making a direct difference in the fight to end hygiene insecurity! We appreciate you!