



COLLECTION HOST QUICK GUIDE

Thank you for partnering with United Way of Frederick County as a Stuff the Bus Collection Host! This toolkit is designed to make participation simple and turnkey for your business.

Stuff the Bus helps local students throughout Frederick County start the school year with the supplies they need to learn, grow, and succeed. Your organization plays an important role in helping make that possible. Use this quick guide to cover your basics for a successful Stuff the Bus collection!

QUICK START CHECKLIST

Want to make sure you're on track? Use this checklist as you go through the quick start guide!

- Set up your collection area
- Announce your organization's participation
- Share graphics and/or messaging
- Encourage participation
- Share your impact

NEED HELP?

We're happy to support you throughout Stuff the Bus!

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QUICK START CHECKLIST

IMPORTANT DATES

Collection Drive: June 8 - August 3

Volunteer Opportunities: August 3 - 5

Note: Supply pick up will occur on August 3.

SET UP YOUR COLLECTION AREA

Place your collection bin in a visible, high-traffic location such as:

- Lobby or reception area
- Break room
- Employee entrance
- Cafeteria or common area

Use the printable flyers included in this toolkit on collection bins, bulletin boards, etc. to help encourage donations.

ANNOUNCE YOUR PARTICIPATION

Use the ready-made email templates and social media captions provided in this toolkit to announce your collection drive to your team.

Recommended launch timing:

- Kickoff announcement: Week of June 8
- Reminder communications: Mid-Campaign
- Final push: July 20-31 (Final two weeks before August 3)



QUICK START CHECKLIST

SHARE GRAPHICS & MESSAGING

We've included customizable Canva templates and ready-to-use graphics to make promotion easy.

Suggested places to share:

- Employee emails
- Social media
- Intranet or employee portal
- Lobby screen
- Teams/Zoom meetings
- Newsletters

Customize graphics with:

- Your company logo
- Collection location at your organization
- Internal contests or goals
- Custom calls to action
- Photos from prior Stuff the Bus campaigns at your company/organization

ENCOURAGE PARTICIPATION

Simple engagement ideas can help boost participation:

- Department competitions
- Most-needed-item weeks
- Leadership participation
- Casual dress days tied to donations
- Team collection challenges

Even small collections can make a meaningful difference to local students!





QUICK START CHECKLIST

SHARE YOUR IMPACT

We'd love to celebrate your involvement throughout the campaign!

Tag United Way of Frederick County in your social media posts and share photos of:

- Collection bins
- Employee participation
- Team donations
- Group photos

TOOLKIT CONTENTS

Inside this toolkit, you'll find:

- Copy-and-paste email templates
- Social media captions
- Printable flyers
- Newsletter and intranet copy
- Engagement ideas
- Suggested posting schedule
- Canva customization guidance
- Thank you messaging

HELPFUL LINKS

Canva Templates: <https://canva.link/u1n5q9vgy35oacw>

Online Donation Link: <https://tinyurl.com/GiveSTB>

Text-to-Give: Text STB26 to 71777

