



OPERATION  
SHOWER

# *baby gift drive* GUIDE

## Support military families one baby gift at a time!

Use this toolkit as a guide to hosting an awesome baby gift drive for Operation Shower!

We'll make sure that all your hard work goes to support military families across the country to ease the stress of deployment. Visit [www.operationshower.org](http://www.operationshower.org) or email [lindsey@operationshower.org](mailto:lindsey@operationshower.org) for more information.

Visit our Amazon Baby Registry at [amazon.com/baby-reg](http://amazon.com/baby-reg), select Operation Shower, St. Louis MO

### How to Host a Drive



#### 1} Where to Start

- a. Choose one or two new baby items to collect from the attached sheet in this toolkit. We've found that narrowing down the choices produces better results!
- b. Set goals for collection (Operation Shower typically hosts 30 - 40 moms at a baby shower – set a goal to collect 100 items for approximately 3 baby showers)

#### 2} Set-Up

- a. Pick a one or two week time period for your baby gift drive
- b. Consider using a theme like "Red, White and Coo" or "Welcome to the World, Baby" or timing your event around a holiday
- c. Set-up collection boxes with the Operation Shower labels in this toolkit



#### 3} Create Awareness

- a. Post flyers, send emails, link to Operation Shower videos and share your drive details on social media
- b. Ask colleagues and friends to help promote the event



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## 4} Start Collecting

- Consider a challenge between friends, service groups, or offices to see who can collect the most items
- Send reminders and progress updates to all participating
- We have included a donor form to place near collection for anyone requesting a donation receipt. Note that this is completely optional, per the individual

## 5} Collect

- Count donations and update Operation Shower
- Send photos and information on the collection to Operation Shower so we can share on social media and inspire others
- Coordinate St Louis, Missouri drop-off or send to Operation Shower in Missouri, 7382 Pershing Avenue, 1E, Saint Louis, Missouri 63130



You could...

Host a baby gift drive at:

- School • Church • Civic groups, Clubs, Boy Scouts, Girl Scouts •

Collect baby towels instead of hostess/birthday gifts for your next birthday

Let us know if you have other ideas!



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# *baby gift* IDEAS

Looking for ideas of what to collect to help go into our "Showers in a Box" for each mom? Use this list of ideas and choose one or two things to collect!

We need boy, girl and gender neutral items for those families who are waiting to be surprised!

## Baby Style

- Baby Outfits
- Shoes
- Socks
- Onesies and/or Body Suits
- Sunglasses
- Hand-made Knit Hat

## Meal Time

- Bibs
- Burp Cloths
- Pacifier
- Bottles

## Play & Read

- Teether
- Rattle
- Toy

## Rubber Ducky

- Bath Towel
- Wash Cloths
- Bath Toy

## Sleepy Time

- Pajamas
- Crib Blanket
- Crib Sheet
- Knit Blanket
- Mattress Covers

## Parent Gifts

- Parenting Books
- Jewelry





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## SAMPLE LETTER/EMAIL

Deliver Joy to Military Families!

Dear Friends,

[Insert name] will be hosting a baby towel and bath toy drive in support of Operation Shower, a 501(c) 3 non-profit organization dedicated to honoring military families to ease the stress of deployment ([www.operationshower.org](http://www.operationshower.org)). Operation Shower honors moms-to-be through group baby showers across the country, providing its signature Shower in a Box, a lovely afternoon of lunch and games, and an opportunity to meet other women in a similar situation.

We are collecting all new (insert items collecting here) to send to Operation Shower to be given at their events throughout the year.

Our Gift Drive will take place on \_\_\_\_\_. There will be collection boxes at \_\_\_\_\_.

All donations are tax-deductible, as allowed by law. Please mark on the list next to the collection box if you would like to receive a tax donation letter.

Thank you for your support of those families that serve all of us!



*I am in complete shock from today. I can't thank you all enough for hosting such an amazing shower. Brings me to tears the generosity and love I felt today. Operation Shower was even more than I expected and made me feel like I was dreaming. To see all these wonderful women come together and seeing so many that go through deployments pregnant and even having their babies while their husbands are gone makes it feel more positive and easy that we're not alone. Operation Shower felt like a true gift for the amount of strength we have and it felt great to be acknowledged and recognized." - Sara, Shower Recipient*



# donation LIST

Name of Organization Hosting Drive:

Dates:

NOTE: Completion of this form is optional and up to individual donors.

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone Number \_\_\_\_\_

Items Donated \_\_\_\_\_ Donation Receipt Y/N

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone Number \_\_\_\_\_

Items Donated \_\_\_\_\_ Donation Receipt Y/N

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone Number \_\_\_\_\_

Items Donated \_\_\_\_\_ Donation Receipt Y/N

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone Number \_\_\_\_\_

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Items Donated \_\_\_\_\_ Donation Receipt Y/N

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone Number \_\_\_\_\_

Items Donated \_\_\_\_\_ Donation Receipt Y/N

# OPERATION SHOWER *baby gift drive*

HELP DELIVER **JOY** TO MILITARY FAMILIES



DATE:

DROP OFF LOCATION:

COORDINATOR CONTACT:

**BENEFITTING ORGANIZATION**  
Operation Shower - a 501(c)(3)  
non-profit organization whose mission  
is to provide joyful **AWESOME** baby  
showers for military families to ease  
the stress of deployment.

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SHOWER**



# DONATIONS

## *Benefitting Operation Shower*

PLACE YOUR BABY GIFTS HERE AND  
HELP DELIVER JOY TO MILITARY FAMILIES!

