



HOA.COM

Turkey Donation Drive for Thanksgiving 2023

Hosting a local turkey donation can be a great thing for local businesses to help local families in need of a turkey this Thanksgiving! Not only does it bring brand awareness to you and your company, but you have the opportunity to share this information on social media to increase your overall brand appearance and showcase your company as a positive influence within local communities you serve.

Our 4-step
process is
as easy as:

1

CONNECT

2

ENGAGE

3

IMPACT

4

CELEBRATE

STEP 1 - CONNECT

The first step in determining your strategy for hosting a Turkey Drive this Thanksgiving, is identifying the 5 W's and moving towards what works best for you and your company, as well as a hard start and stop date for donation.

Who

Who do you want to partner with on this amazing community impact event. This could be local referral partners, or a local food donation company with already pre-established donation connections to the less fortunate world.

What

Well, in this case, it's Turkeys! You can also elect to do canned food drives as well.

When

Thanksgiving will be held on Thursday, Nov. 23rd this year, so it's probably best to have the turkeys donated by Monday the 20th, so you can get them delivered and defrosted in time for Thanksgiving dinner.

Where

This is a good one. You'll need to determine where people can donate these turkeys. If you have an office for a drop off location, that would be sufficient, but you would absolutely need to have a freezer big enough to store the turkeys. In this case, you could also invite donations in the form of cash or card or digital payments such as Venmo.

Once you determine how you want to accept donations (physical or money form), you'll want to have a landing page on your website, with the donation information, and a form to accept donations right there on your site. Ask your marketing and/or development team to assist with this. **Givebutter** is a website that has coordinated donations for almost anything and may be a solution to look at for your event.

Why

Because you are an amazing person, company, and you want to show your support to local communities and those in need!



STEP 2 - **ENGAGE**

Now that you've built the landing pages, setup your donation forms / or physical drop off locations, we suggest creating an event on social media to engage with your audience. Get everyone in your office, your community, your friends and family members to join in and share the event information to create a large enough social ripple to gain more traction for the donation event.

Post your event into local groups that you're currently in and make sure you have a graphic and link to the place of donation.

If you're already doing impact events, get yourself out into the community and post signs around the neighborhood (be sure to check if you need prior approval) and encourage local communities to donate as well.



STEP 3 - **IMPACT**

The majority of websites and tools out there that you may have already built your event parameters around, have tracking elements of how much was donated. QTY of turkeys, total lbs of turkeys donated, money donated for purchasing of a turkey, etc.

Continue to share the progress to create even more impact within your website, your social networks, and your local communities.

Make sure you're posting a few times a week to almost every day tagging individuals, using hashtags, and encouraging those to give. As your donation time period is beginning to come to an end, becoming more aggressive with posting and getting engagement online can really help ramp up the end of the campaign. By connecting with local groups like local news stations, law enforcement, educational establishments, governmental positions/offices, local businesses; you can create a huge impact with a simple movement of donating turkeys this Thanksgiving.

STEP 4 - CELEBRATE

Upon conclusion of the event, you'll have a few days before Thanksgiving, so you can tally the numbers and share the success online.

To promote your business further, you can also do a press release of the success you've had and have the opportunity to get some additional exposure through local media/news outlets.

Share the amazing pictures and videos throughout the donation process in a final recap and be sure to thank all people and companies who donated their time, money, and turkeys with a digital 'tag' on social media. This will increase your exposure to their networks, and their exposure to your network, essentially taking one step further to formalizing your referral partnerships with them!



Check out HOA.com/impact to start activating the communities you serve.

