

# support • period

*WOMEN'S FUND OF THE BLUE RIDGE*

## Period Supply Drive Toolkit

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### Plan

Set goals, dates, and drop spots.

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### Collect

Pads, tampons, period underwear, starter kits.

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### Impact

Stock High Country sites with dignity.



# Toolkit Includes

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- [Social Media/Email Tips](#)
- [Social Media Ideas](#)
- [Period Poverty Fast Facts](#)
- [Support Period Flyers & Signs](#)
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# Hosting a Support Period Drive

You host a collection of new, unopened period products. WFBR Support.Period routes them to schools, libraries, clinics, shelters, and food pantries so women and girls can participate fully in school, at work, and in community life.



## Share Your Plan

Share your plans. We'll promote your drive, provide marketing materials, and connect you with a Support.Period coordinator.



**Location**



**Date**



**Get The Word Out**



# Support Period Drive Ideas

Host a Drive with a few friends, family or coworkers.

## Micro Timeline (works for any idea)

**Day 0:** Post launch + place bin(s)

**Day 3–4:** Midpoint “most-needed now”

**Day 6–7:** Final 48-hour push

**Day 8–9:** Tally, box/label, drop or pickup, thank-you post



## Friends & Family Porch Drive

- **How it works:** 7–10 days; put a labeled bin on your porch; share hours in a group text.
- **Why it works:** Low lift + trusted network.
- **Starter copy:** “Porch bin is out! Collecting pads/tampons/liners for Support.Period through [date]. DM for address.”

## Coworker Break-Room Drive

- **How it works:** Bins in lobby + break rooms; Slack/Teams posts at launch/midpoint/final 48h.
- **Why it works:** Daily foot traffic; easy reminders.
- **Starter copy:** “Break-room bins are open! Goal: [X] items by [date]. Most-needed: pads & tampons.”

## Neighborhood Block Boost

- **How it works:** 3–5 households host; one shared tally.
- **Why it works:** Friendly competition, short walk to donate.
- **Starter copy:** “Our block is stocking High Country sites! Drop at [addresses] by [date]. Help us hit [goal].”

## Faith Community Weekend

- **How it works:** Place bins Fri–Sun; announce during services; include bulletin blurb.
- **Why it works:** Built-in audience.
- **Starter copy:** “This weekend we’re collecting period products for women & girls. Leave items in the lobby bin.”

## Gym or Studio “One Class = One Box”

- **How it works:** Free guest pass or raffle entry when members bring a box.
- **Why it works:** Clear incentive + routine visits.
- **Starter copy:** “Bring a box, earn a class! Collecting for Support.Period until [date].”

## Coffee Shop Counter Bin + Round-Up

- **How it works:** Small bin by the register + optional \$ round-up week.
- **Why it works:** Daily micro-donations + visibility.
- **Starter copy:** “Round up or drop a box to help Support.Period stock local shelves with dignity.”

## Birthday/Registry for Good

- **How it works:** Swap gifts for items via wishlist (pads, tampons, period underwear).
- **Why it works:** Easy for out-of-towners; ships to host.
- **Starter copy:** “For my birthday, help stock Support.Period. Wishlist here → [link].”

## Team “Pack & Chat” Hour

- **How it works:** Bring supplies; spend 60 minutes assembling starter kits.
- **Why it works:** Tangible, social, measurable.
- **Starter copy:** “Join us for a one-hour Pack & Chat to help ensemble 100 starter kits for women & girls.”

## Book Club or Civic Night

- **How it works:** Bring one box per attendee; 10–15 people = 150–300 items.
- **Why it works:** Clear ask; built-in schedule.
- **Starter copy:** “Book club drive: bring a box of pads/tampons to meeting on [date].”

## Match Week (Find a Sponsor)

- **How it works:** A neighbor, small biz, or employer matches items or dollars up to \$[amount] for 7 days.
- **Why it works:** Doubles impact; urgency.
- **Starter copy:** “All gifts matched up to \$[X] this week —let’s fill the shelf together.”

# ☑ Drive Checklist

## Before You Launch

- ❑ **Choose date(s)** and set a goal(s) (items or kits).
- ❑ **Choose drop spot(s)** porch/foyer • lobby/break room • nurse office/library desk • faith/civic front desk.
- ❑ **Share with WFBR** your plans (dates, location(s), goal, contact) so we can help promote and support.
- ❑ **Gather materials:** labeled bin with lid, tape/zip ties, extra boxes/bags for sorting, tally sheet.
- ❑ **Post signage** “Support.Period – Donate Here” (unopened only; unscented preferred).
- ❑ **Plan communications** schedule a launch post/email, one midpoint push, and a final 48-hour reminder.

## What to Collect

- ❑ **Pads** (liners, regular, thick)
- ❑ **Tampons** (light, regular, super, mixed)
- ❑ **Period underwear** (new, unopened)
- ❑ **Starter kits** (cloth zipper bag w/products)
- ❑ **Skip** opened/expired items, scented & meds

## Tips

- ❑ **Home hosts** share nearest intersection publicly; DM for exact address.
- ❑ **Workplaces** place bins in lobby + break rooms; post in Slack/Teams.
- ❑ **Schools/Civic** add bathroom/desk signage pointing to a discreet pickup spot.
- ❑ **Dollars fill gaps** include a donate link/QR; note “Support.Period.”

## Drive Time

- ❑ **Check bins** every 1–2 days
- ❑ **Sort as you go:** pads / tampons / liners / underwear / starter kits.
- ❑ **Midpoint push:** share “most-needed now” and your progress.
- ❑ **Safety:** keep paths clear, bins visible to staff/cameras.

## Final 48 Hours

- ❑ **Reminder post/email** with last-day details.
- ❑ **Box & label** by type (e.g., Pads – thick – 12 pkgs).
- ❑ **Complete tally sheet** (item counts).
- ❑ **Confirm drop/pickup** window with WFBR.

## After Drive

- ❑ **Email WFBR** with totals, 1–2 photos, any items kept on site (qty).
- ❑ **Thank donors** publicly with your results.
- ❑ **Deliver/meet pickup** with WFBR at the scheduled time.



# Get The Word Out



## Social Media

Reach lots of people in very little time. Use your online presence to invite friends, neighbors, family and coworkers.

**Timing:** Post → Launch → Midpoint → Final 48 hours

**Assets:** Photo of labeled bin, a close-up of donated items, simple graphic with your goal + QR/link

### Basics:

- Keep your posts short and add clear information on location/date/hours and deadline.
- Include "Unopened only • Unscented preferred"
- Create Facebook "Event" and post updates on your collection status.
- Share a story of why your hosting.
- Share pictures of your Support.Period flyer.
- Tag @WFBR and use #SupportPeriod #WFBR #HighCountry
- Share before, during and after your supply Drive. Let people know how planning is going, how close you are to your goal, and the results!

### Simple Posting Schedule

- Day 0:** Launch post + email
- Day 3:** Story/"why I'm hosting" + most-needed now
- Day 6:** Final 48-hour push
- Day 8:** Results + thank-you post (tag @WFBR)

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## Get Personal (stories move people)

### Your 2-3 sentence story prompt:

- Why you're hosting (1 line) - What you're asking (1 line) - Why now (1 line)

### Examples to copy:

- "I'm hosting this drive because no one should miss school, work, or appointments due to lack of basics. If you can, drop unopened pads/tampons by [date] at [location]. WFBR gets them to the sites that delivery them to the women & girls that need them most."
- "Our team is partnering with WFBR to collect period supplies. We are aiming for [goal] items. You can help us get there! Most-needed: liners, regular pads, and super tampons."

### DM/Text to friends (super short):

"Quick favor ❤️ Collecting pads/tampons/liners for Support.Period (WFBR). Drop [days/times] at [intersection/address]. Unopened only. Thank you! "

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### Donate Now



## Send an Email (copy/paste)

I'm hosting a **Support.Period (WFBR)** drive to stock **schools, libraries, clinics, shelters, and pantries** in the High Country. From **[start]** to **[end]**, please drop **unopened pads, tampons, liners, or new period underwear** at **[location/hours]**.

Can't drop by? Donate here: <https://www.paypal.com/ncp/payment/GCUJMWPA3EL2>  
WFBR uses dollars to fill shortages fast.

Thank you for helping **women & girls** participate fully in school, work, and community life.  
— [Your name] | Contact: [email/phone]



**Stories (3 frames)**

- We're hosting a Support.Period drive! [dates]
- Most-needed today: [items]
- Drop at [location] or tap to give → [link sticker]



**Launch (post + image)**

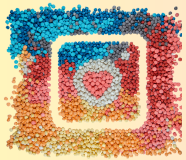
We're hosting a Support.Period (WFBR) drive to stock schools, libraries, clinics, shelters, and pantries across the High Country. When: [dates] • Where: [location(s)] • Goal: [goal] Most-needed: pads (regular), tampons (regular/super), liners, period underwear (new). Drop off or give online: [link] #SupportPeriod #WFBR #HighCountry #WomensFundoftheBlueRidge

**Midpoint**

Halfway to [goal]! Most-needed now: [items]. Drop at [locations] by [date] or donate here: [link] Every box helps women & girls participate fully. Thank you.

**Final 48 hours**

Last call! Two days left to support Support.Period. Drop pads/tampons/liners at [locations] by [date] or give here: [link]. Let's finish strong! #SupportPeriod #WFBR



**Launch (post + image)**

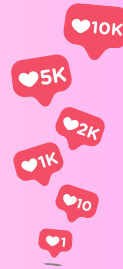
Porch bin is out / Bins are open! We're collecting pads, tampons, liners for Support.Period (WFBR) [dates] at [locations]. Goal: [goal]. Unopened only • Unscented preferred. Donate via link in bio/QR. #SupportPeriod #WFBR #HighCountry #WomensFundoftheBlueRidge

**Midpoint**

Halfway there [X] collected toward [goal]. Most-needed: pads (regular) & tampons (R/S). Drop by [date] at [locations]. Link in bio.

**Wrap Up**

Thanks for donating. We collected XX items for Support.Period helping to supply products across Ashe, Avery and Watauga counties.



**Launch** Hosting a Support.Period (WFBR) drive [dates] at [location]. Most-needed: pads (regular), tampons (R/S), liners, period underwear (new). Drop off or give: [short link] #SupportPeriod #WFBR



**Midpoint** Halfway to [goal]! Most-needed now: [items]. Drop at [locations] by [date] or donate: [short link] #SupportPeriod

**Final 48** Last call! Drop pads/tampons/liners/wipes at [locations] by [date] or give: [short link]. Every box = stocked shelves for women & girls. #WFBR

**Launch (post + image)**

Proud to support WFBR's Support.Period. From [start]–[end], our team is collecting unopened pads, tampons, liners, and period underwear at [locations] to stock High Country schools, libraries, clinics, shelters, and pantries. Goal: [goal]. Prefer to give? [link] #SupportPeriod #WFBR #EmployeeEngagement #CommunityImpact #WomensFundoftheBlueRidge



**Midpoint**

Update: [X items] collected toward [goal]. Most-needed now: [items]. Drop at [locations] by [date], or donate: [link]. Thanks to our colleagues and customers for powering dignity with access.

**Wrap/Thank-you**

Together we collected [TOTAL] items for Support.Period, helping stock [#] sites across Ashe, Avery, and Watauga. Grateful to everyone who donated or shared. Next up: [next action].

# Period Poverty — Fast Facts

## Period Poverty

Being unable to afford or access menstrual products. Nearly 2 in 5 people in the U.S. struggle to purchase period supplies due to income constraints.

[allianceforperiodsupplies.org](http://allianceforperiodsupplies.org)

## Teens & Schools

- 1 in 4 U.S. teens have struggled to afford period products; 25% say lack of products has kept them from doing schoolwork.
- 44% of teens report stress/embarrassment because they couldn't access products.
- 49% say they feel their school doesn't care if free products aren't in restrooms.
- 61% agree too many students miss valuable school time due to lack of access.
- More than half of teens still report they rarely/never find free products in school bathrooms showing the gap between need and supply.

[Period.org](http://Period.org) & [Report](#)

## Health & Dignity

- Many teens and adults wear products longer than recommended when they can't access supplies (teens 40%, adults 52%), increasing health risks.
- Globally, studies have linked lack of access to missed school (e.g., UNESCO estimate ~1 in 10 adolescents).
- 1 in 3 low-income women report missing work, school or similar events due to lack of access to period supplies.
- The majority of people (68%) recognize period poverty is a public health issue in the United States.
- State and Federal safety-net programs cannot be used to purchase period supplies.

[Period.org](http://Period.org), [U by Kotex](#) & [KJFM](#)



**2 in 5 in the U.S. struggle to afford period products.**

**44% FEEL STRESSED/EMBARRASSED WHEN THEY CAN'T ACCESS SUPPLIES.**

*61% say classmates miss school time due to lack of products.*

**1 in 4 teens have struggled to afford products; 25% couldn't do schoolwork because of it.**

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**.period**

# PORCH DRIVE

*help*

**STOCK LOCAL  
SHELVES**

**Pads, tampons, liners,  
and period underwear for  
women & girls across  
Ashe, Avery, and  
Watauga.**



## How to Participate:

1. Bring new, unopened, unscented items.
2. Drop at the labeled bin during posted hours.
3. Can't stop by? Give online → scan QR code.



**GOAL:** \_\_\_\_\_

**WHEN:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_

**HOURS:** \_\_\_\_\_

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## Company Drive

Join our team to stock High Country schools, libraries, clinics, shelters, and pantries.

**Pads**

**Tampons**

**Liners**

**Period Underwear**

**DATES:**

**DROP LOCATION:**

**TEAM GOAL:**

**MATCH: All gifts matched up to \$\_\_\_\_\_ this week!**

**Bring a box. Tell a colleague. Make an impact.**

1. **Bring new, unopened, unscented items.**
2. **Drop at the labeled bin.**
3. **Can't stop by? Give online → scan QR code**



*Your donations help women & girls participate fully in school, at work, and in community life.*

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# Donate Here

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**Pads**

**Tampons**

**Liners**

**Period Underwear**

Unopened only • Unscented preferred • Thank you!

Give Online →  
Scan QR code



Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Date \_\_\_\_\_

# Collection Form

**Pads**

Light

Regular

Super

**Tampons**

Light

Regular

Super

Mixed

**Liners**

Reg

Long

**Period  
Underwear**

SM

MED

LG

X-LG

Comments: