

random acts

O F F L O W E R S[®]



Vase Drive Toolkit

Hosting a Vase Drive

Similar to a food drive, a vase drive is a fun and easy way to engage your community and deliver hope and encouragement to people in hospitals, long, and short term healthcare facilities.

Each week, Random Acts of Flowers (RAF) hand-delivers repurposed flower bouquets to over 350 individuals. All vases are donated by caring community members like you and we ALWAYS need more. In 2020, we repurposed more than 20,372 vases!



YOU CAN HELP US STOCK OUR SHELVES!



4 STEPS TO A SUCCESSFUL VASE DRIVE

PICK A DATE AND LOCATION: Vase drives can run as long as you would like, from a day, to a week, to a month. Just make sure your group has plenty of time to learn about your drive and access the drop off site.

REGISTER YOUR VASE DRIVE: Email us at info@rafknoxville.org or call 865.633.9082 to register your vase drive. Once we know about your drive, we'll help you promote it by providing marketing materials and social media coverage. We will also work with you to coordinate the pick up or drop off once your vase drive has ended.

SET A GOAL: Communicating a realistic vase collection and financial goal will motivate your group to participate in your drive. For example, you can ask for 5 vases per person, with \$1 in each vase. Contact us at info@rafknoxville.org if you would like help setting a goal specific to your group

PROMOTE YOUR VASE DRIVE: Raise awareness of your vase drive through flyers, posters, signage, social media, and creative competitions. See page 4 for sample email and social media copy.

CELEBRATE YOUR SUCCESS!

Stretch Your Donation Further

Random Acts of Flowers cannot exist on vases alone! Your support in requesting nominal cash donation with each vase will help RAF fulfill our mission.

For every donation of \$10, RAF delivers compassion and beauty to one person in the greater Knoxville area.

*it costs RAF Knoxville \$10.67 to deliver each bouquet with a retail value averaging \$70!



HERE ARE SOME SIMPLE WAYS YOU CAN ASK YOUR GROUP TO GIVE:

- ✿ Ask everyone to drop \$5 in every vase they donate (or \$1 to \$20 – whatever you think would work for your group). One person should be assigned to collecting all of the donations
- ✿ Set an overall group goal and ask for general donations at a staffed drop off location (ex.: we're trying to raise \$300 today). RAF can help you set goals for your group and will provide donation envelopes that can be mailed in or collected by your vase drive coordinators. Donation envelopes are a discreet way for participants to donate by cash, check or credit card
- ✿ Request that participants make an online donation in honor of a person or your organization at RAFKnoxville.org
- ✿ Post a Facebook Fundraiser along with the promotion of your vase drive!
- ✿ Participants can check with their HR department to multiply the impact of gifts of all sizes!

Communicating Your Vase Drive

EMAIL COPY

Subject: Donate Unwanted Vases for Seniors & Hospital Patients in the Greater Knoxville area!

We are collecting vase donations for Random Acts of Flowers, a nonprofit organization serving the greater Knoxville area that delivers hope and encouragement through flowers to more than 1,400 hospital patients and nursing home residents each month.

Our goal is to collect X vases and raise \$X

Bring your vases to: (location) on (dates/times)
With a \$5 bill inside each vase

We're collecting any glass or plastic container that holds water. Ideal vase sizes are 4"-10". For every donation of \$10, RAF delivers compassion and beauty to one person in the greater Knoxville area.



Contact **(vase drive coordinator name & contact info)** for additional details.

Take this opportunity to clean out your garage, attic, or cabinets – those old vases may feel like clutter to you but can provide a thoughtful gift to someone experiencing pain, illness, or loneliness in a healthcare facility.

Learn more at rafknoxville.org or contact them at info@rafknoxville.org to schedule a group volunteer session!



SAMPLE BULLETIN ENTRY

Donate your gently used vases and make a cash donation to Random Acts of Flowers on (date) at (location). We would like to collect X vases and \$X in order to help X people in the greater Knoxville area.

Random Acts of Flowers improves the emotional health and well-being of individuals in health care facilities by delivering recycled flowers, encouragement and personal moments of kindness. Vases are the vessels of our mission. Each donated vase is filled with beautiful, recycled/repurposed flowers and hand-delivered to an unsuspecting person in need of a moment of joy and compassion.

Vases can be glass or plastic and are ideally are 4"-10" tall. No baskets or vases with drainage/holes please.



We're hosting a vase drive for Random Acts of Flowers Knoxville! If you have vases to spare, bring them to [LOCATION], and we'll deliver them to @rafknoxville! #deliveringhope



We're hosting a vase drive for Random Acts of Flowers #Knoxville! If you have vases to spare, bring them to [LOCATION]! @rndmactsofflwr #deliveringhope



We're hosting a vase drive for Random Acts of Flowers Knoxville! If you have vases to spare, bring them to [LOCATION], and we'll deliver them to @RAFKnoxville! #deliveringhope

Acknowledging Vase Donations

These receipts can be printed and distributed to anyone requesting a tax receipt for their donation. Participants can self-report the \$ value of their vase donations and keep it for their records.

Note: These receipts are ONLY for vase donations.
Cash donations requiring a receipt should be submitted online or in a RAF donation envelope.



Vase Donation Receipt

Donor Name: _____

Vases Donated: _____ Date of Donation: _____

Random Acts of Flowers is a 501(c)(3) nonprofit organization dedicated to inspiring and nurturing a culture of care and compassion. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous donation, unless otherwise noted. EIN# 26-3006360

KNOXVILLE
2936 MIDDLEBROOK PIKE
KNOXVILLE, TN 37921

Vase Donation Receipt

Donor Name: _____

Vases Donated: _____ Date of Donation: _____

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VASE DRIVE

Donate your unwanted vases and deliver beauty across the greater Knoxville area.

Hosted by:

Location and Dates:

**Help us collect _____ vases
and raise \$_____ in support of**



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OF FLOWERS®

Random Acts of Flowers improves the emotional health and well-being of individuals in healthcare facilities by delivering recycled flowers, encouragement, and personal moments of kindness.

Contact _____ for additional details.



RAFKnoxville.org

Random Acts of Flowers is a registered 501(c)(3) nonprofit organization.

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DONATE VASES HERE

Thank you!



THANK YOU!

Delivering hope through recycled flowers makes a real difference to people in our community every day. Your generous donation of vases and funds ensures that we are able to provide hope, healing, and personal moments of kindness to our friends and neighbors in need in the greater Knoxville area.



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