Tips for a Successful Collection Drive

1. Appoint a Collection Project Manager to plan/execute the Collection Drive. Assemble a reliable support team to help with publicity, delivering/picking up collection boxes, sorting the collected items, packing and shipping.

2. Contact potential collection sites such as schools, the post office, banks, opticians, eyeglass shops, local companies, places of worship, fire/police stations, and libraries. Arrange permission to place collection boxes in their locations. Think “outside the box” to reach different audiences in high traffic locations. Contact glasses manufacturers for overstock and lost & found departments for unclaimed glasses. Encourage people who don’t have glasses to donate money to purchase Reading Glasses.

3. Plan the length of the Collection Drive. Collect for a period of time so many people have a chance to see your publicity and make a donation. Most drives average about a month.

4. Review the guidelines for what you will collect. New Eyes collects all types of eyeglasses in good to excellent condition, items to be sold in the Resale Shop (jewelry, watches & high-end housewares), and hearing aids. Do not send glasses that are broken, damaged or poor quality (rule of thumb: would you wear them?). We do not collect eyeglass cases, loose/uncut lenses, or contact lenses.

5. Get the word out. Review the New Eyes website to learn about why people should donate. Send a press release to local print and on-line newspapers and magazines. Contact local radio and television to see if they’d be willing to cover your story. Put up flyers around town in windows, on bulletin boards and near your collection boxes. Submit the details to newsletters connected to your collection locations (eg. schools). Links for a flyer and a press release sample are included on our website, https://new-eyes.org/collect.

6. Utilize your social media options (Facebook, Twitter and Instagram) to publicize your collection. Post the details with an interesting photo and include public collection box locations. Set up an Event on Facebook, post the information in local Facebook groups, and ask friends/family to share.

7. Find and prepare collection boxes. Choose a size that can be seen and is strong enough to hold a large number of glasses. Create your own signs for the boxes or download the New Eyes flyer. Include the collection dates and what you are collecting. Deliver the collection boxes to your prearranged locations.

8. When the collection drive ends, review the donations and dispose of broken/poor quality glasses. Use a damp paper towel to remove any dirt. Count and pack the glasses with layers of newspaper. Ship the glasses to: New Eyes, 549 Millburn Ave., Short Hills, NJ 07078. If you’d like us to acknowledge receipt of your donation, please include a letter in the shipping box with your email address. Please note that we no longer provide a count of the glasses, so you should keep track of the number donated.

9. If you have questions, please contact Sally Golding at sgolding@new-eyes.org or 973-376-4088.