

## HOW TO USE YOUR TOOLKIT

Your toolkit provides everything that you need to make your pouch drive successful. You should find that the colorful advertising flyer and a label template, as well as this document, will help you make the process seamless.

### Advertising:

- Use the colorful flyer that describes the products that can be collected, and the people they touch, to help you market your efforts. You can use it to complement specific marketing of your event.
- Consider your marketing resources to be the patients, nursing facilities, outpatient clinics, and retirement communities among others. Physician offices can also be a great place to put the information, as well as exam rooms and the office lobby. Include primary care providers as well as surgeons.

### Boxes for collection:

You can decorate/label the collection boxes, and locate them strategically where you want donors to drop off their supplies.

### Ship or bring supplies to the FOW-USA warehouse:

FOW-USA  
4018 Bishop Lane  
Louisville, KY 40218-4539  
(502) 909-6669

### Suggestions for assistance with shipping costs

Ask your UOAA Affiliated Support Group and WOCN Society affiliate or region for financial support.

Hold a 50/50 raffle at your ASG or WOCN Society group meeting, with proceeds to support shipping, or ask for donations for this purpose at a meeting. This process will also engage participants with the effort.

Check with physicians, health professional groups, hospitals, your employer, and community organizations (such as the Lions Club and Rotary).

UPS gives a discount to AAA and AARP members.

The US Postal Service has flat rate boxes for purchase. Check sizes and costs to determine if this source is the most economical.