

Period Supply Drive Toolkit



Updated April 2025

Period Poverty Background

In the United States, 1 in 4 women struggled to purchase period products within the past year due to a lack of income*. In addition, 1 in 5 low-income women report missing work, school, or similar events due to lack of access to period supplies*. We believe all menstruators have the right to feel comfortable and clean during their cycles.

**Source: 2018 U by Kotex survey conducted with YouGov*

The following tips and tools were created for local businesses, organizations, and community members who would like to make a difference by hosting a period product drive to benefit St. Mary's County residents in need.

This toolkit includes:

- **Period Supply Drive Ideas and Checklist**
- **Social Media Tips and Samples**
- **Period Poverty Fact Sheet**
- **Goal Sheet**
- **Product Collection Form**
- **Supply Drive Flyer**

- **Contact information for donation sites**

01

How to Host a Period Product Drive

- **Accessible Location:** Gain the support of the community by making it convenient to donate! Ensuring that the location for the collection site is easily accessible will generate greater participation.
- **Decide on a Time Frame:** Plan to host your period supply drive for at least a week or longer so people have enough time to donate. Perhaps you can partner with an already planned event!
- **Get the Word Out:** Announce your period supply drive through social media, press releases to local media, and notices near the donation locations! One of the best ways to advertise is word of mouth, so be sure to talk about the drive to anyone and everyone. Ask friends, family, colleagues, or neighbors to help out! During your drive, you can continue to post graphics about period poverty to remind people why donations are so important.
- **Set Goals!** How many donations would you like to raise? Develop a way to keep track of your progress to ensure you are meeting your goals.

02

Period Supply Drive Ideas

1. Themes: Picking a theme can make your period supply drive stand out! Themes can be as simple as “Girls helping Girls” or “Stuff a Bus” or more creative, like a themed dinner dance for period supplies!
2. Make it a competition: Make your period supply drive fun and engaging! Hold a competition and offer small prizes or recognition for the team, class, or office that brings in the most products among your organization’s employees, workgroups, etc. Friendly competition can help spread the word and increase turnout.
3. Align your drive: Try to run drives around specific events or awareness days. This could be as simple as adding a period product drive to an existing event (just make sure to include this information in your advertising!)

03

Social Media Tips

Social media is a highly effective tool for reaching a large number of people in a short time. Take advantage of your online presence and notify as many people as possible to participate in your period supply drive.

Facebook

- Create a Facebook “Event” and invite all those who follow the page. This is a great way to keep track of interest and post updates on your collection status.

- Share your story (create posts with all the drive details or even film a Facebook Live).
- Create a shareable profile picture frame.
- Thank donors by giving them a shout-out and tagging them in your posts.
- Upload plenty of photos and use the universal hashtag #EndPeriodPoverty or #AddPads in your posts.

X (Twitter)

- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- Share a link to your Facebook event or fundraising page where followers can learn more about your period supply drive and period poverty.
- Remember to include the hashtag #EndPeriodPoverty and any other relevant tags in your tweets!

Instagram

- Share pictures of your period supply drive flyer.
- Utilize the location tagging tool to share your collection sites.
- Remember to hashtag #EndPeriodPoverty and any other relevant hashtags that may draw interest to your posts!

Get Personal: Send an Email!

Emails are an effective tool to utilize throughout your period supply drive. Personalize your message and explain in detail why you are hosting a period supply drive and would like the individual or company to participate. Explain what you are collecting, where, and, of course, your goal.

Social Media Sample Captions

- I believe everyone has the right to feel comfortable and clean. Please show support by donating to my period supply drive! (insert graphic with details on period supply drive)
- Did you know that 2 in 5 people with periods have struggled with #periodpoverty? Please donate to our period supply drive to help change that.
- Small things impact big things. That is why we're holding a period supply drive. Please consider giving today (add time + location details)
- Lack of period products is a hidden consequence of poverty. Help us reach our goal today and donate to our period supply drive! Every bit counts.
- Help make a difference in an individual's life today. Donate to our period supply drive that will be taking place in (location)
- #PeriodPoverty Fact: School-aged girls cannot participate in educational activities without access to fundamental resources. Please consider donating to our period supply drive!
- Did you know that individuals require an average of 6-period products per day, and period supplies aren't covered by safety net programs? #EndPeriodPoverty (insert drive flyer)

Social Media Graphics

Sharing graphics is a great way to engage viewers while getting your message across. Try using our social media templates or making your own. Consider including:

- Statistics from reputable sources, like the Alliance of Period Supplies
- Engaging images
- Equitable language
- Where people can donate
- What products are you accepting (Ex. Some locations will not accept OTC pain medication, some may only be looking for disposable products instead of reusable products, and some may only accept unopened boxes, while others may be able to utilize 'loose' products)

You can also use social media graphics from the Alliance for Period Supplies [here](#).



Period Product Drive

Customize this [template](#) with information about your drive



Period Product Drive

Customize this [template](#) with information about your drive



Social Posts

Use these [graphics](#) for social posts to spread information on period poverty. You can customize by adding your logo.

You completed the drive, now what?

Congratulations on finishing your drive! Now, it is time to donate the products to an organization that can distribute them if you cannot. Many local organizations can distribute products to those who need them. Below are ideas of places to donate, along with a script for how to reach out.

Where to donate

- Coffee shops
- Department of Social Services
- Grocery stores
- Health Departments
- Libraries
- Local non-profits
- Salons
- Schools (middle schools, high schools, and local colleges)

Contact Information for St. Mary's County, Maryland

Organization	Contact Name	Contact phone number	Contact email address
St. Mary's County Libraries	Elizabeth Davis	301-475-2846	edavis@stmalib.org
Department of Social Services	Holly Chaconas	443-615-4916	holly.chaconas@maryland.gov
St. Mary's County Schools	Tammy Metcalf	301-475-5511 Ext 32150	tbmetcalf@smcps.org
St. Mary's College of Maryland	Jess Jolly	240-895-2159	jljolly@smcm.edu
The Health Hub	Chris Shea	240-956-8886	christopher.shea@maryland.gov

Scripts

An email that can be used to ask an organization if they would like to receive donations:

Dear _____,

My name is [name], and I represent [organization]. I am reaching out today to inquire about your organization's interest in receiving free menstrual products to distribute to the community members you serve.

The Period Equity Initiative started to address accessibility concerns regarding period products, such as pads, tampons, menstrual cups, period underwear, etc. The initiative also hopes to provide advocacy and education surrounding menstruation so that women and girls can lead lives with dignity.

Our organization recently completed a donation drive for menstrual products and has collected [number of each type of product (pads, tampons, etc.)]. We have products to share, and would love to provide you all with some of these products to those you serve who may need them!

If interested, please let us know what products your organization could use and when we can schedule a date and time to drop off these products.

Your organization's efforts to help those in need build a stronger, more equitable community. We truly appreciate the compassion and commitment that drives your work every day!

Warm regards,

[your name here]

An email that can be used to ask for Donations:

Dear _____,

My name is [name], and I represent [organization]. I am reaching out today to inquire about your organization's interest in participating in our Period Equity Initiative.

The Period Equity Initiative started to address accessibility concerns regarding period products, such as pads, tampons, menstrual cups, period underwear, etc. The initiative also hopes to provide advocacy and education surrounding menstruation so that women and girls can lead lives with dignity.

We want to inquire whether your organization would be interested in participating/contributing to this initiative in any capacity, whether providing monetary donations to purchase products, donating products, or getting involved with our workgroups to provide education and advocacy services. As your organizations are dedicated to servicing the community, we invite you to contribute to this meaningful initiative to ensure equitable health outcomes for all menstruating persons in St. Mary's County.

Thank you for considering this collaboration opportunity. We are excited about the potential to advance public health initiatives together. Should you have any additional questions, comments, or concerns, we welcome the chance to discuss how we can create lasting change!

Your organization's efforts to help those in need build a stronger, more equitable community. We truly appreciate the compassion and commitment that drives your work every day!

Warm regards,

[your name here]

Keep in mind

- Some organizations, like libraries, will allow you to drop off products at one location, and they can distribute them amongst the other locations
- Products take up a lot of space! Before the drive is over, it is a good idea to have a game plan for where the products will go.
- It can be helpful to know where they are going before you start the drive, because you can ask for more specific products (such as teen sizes if they are going to schools)
- Remember to take pictures of the products you collected! Try posting a thank-you on social media with photos of the donated products. Remember to obtain the consent of anyone in the photos before you post them.

Project resources

FILES

1. Period Poverty Fact Sheets	General Maryland For School Nurses
2. Goal Sheet	PDF Canva Template
3. Product Collection Form	PDF Canva Template
4. Supply Drive Flyer	PDF Canva Template

Notes

We would like to thank and credit the Alliance for Period Supplies for providing us with the verbiage for our toolkit, as well as the goal sheet, product collection form, fact sheet, and supply drive flyer. We appreciate and admire your dedication to serving communities affected by period poverty.

Questions or Concerns?

We're here to help! If you have any questions about running a drive, you can reach out to the Healthy St. Mary's Partnership at stmaryspartnership@gmail.com

