

America's ToothFairy

SMILE DRIVE

benefitting kids in need

VOLUNTEER PACKET

Helpful tools and tips to run
a successful Smile Drive.



Thank you for being awesome!

What makes you so awesome? You're willing to give your time and energy to help kids in your community get the basic tools they need to maintain a healthy mouth. Since America's ToothFairy launched Smile Drive in 2014, volunteers like you and our corporate donors have helped us distribute more than 1,800,000 oral care products to families in need! We couldn't do it without people like **you**.

We want your Smile Drive to be a fantastic experience so we've created this handy guide to give you everything you need to reach your goals. We encourage you to have fun and be creative! Share information with your community about the oral health crisis that is devastating our nation's most vulnerable kids and how they can help. Most importantly, the more toothbrushes, toothpaste, floss and rinse you can collect, the more smiles you can deliver to kids near you.

Thank you for participating in Smile Drive! With your help every child can have the healthy smile they deserve. You rock!

From the bottom of my heart,

Kelleigh White

Kelleigh White
Smile Drive Program Coordinator
America's ToothFairy
outreach@ncohf.org

Tips for a fantastic drive

We have all the tools you need to hold a successful Smile Drive. Follow these steps:



Plan

Prepare early. Decide:

Who will lead the effort and who will ask for donations? Who will receive your product once it is collected? (See our list of recipients on the next page.)

Where will you place your collection box(es)? The more boxes the better! **TIP:** Throw a box decorating party. (We have fun graphics available in this kit, or make your own!)



Register

Click here or at SmileDrive.org to register your Smile Drive with America's ToothFairy.



Get Creative

Design a contest between student groups and teachers, coaches or players, dental practices and local businesses to see who can donate more! Partner with a local retailer that sells oral care products to see if you can hold a collection day in their location. Or ask your dentist to help!



Promote!

Be sure everyone knows about your drive! Hang the flyers provided in this packet or make your own. Download our graphics to share on social media. Use the press release provided in this packet to inform your local newspaper, TV or radio station.



Give and Report

Donate to your selected recipient by World Oral Health Day on March 20, 2109. Then report the total number of items collected and who you donated to at SmileDrive.org.





Need some ideas?

Who will receive your product once it is collected? If you're not sure who can benefit from your donation, here are some ideas:

- Afterschool program centers
- Boys & Girls Clubs
- Churches and religious institutions
- Crisis assistance organizations
- Food banks
- Halfway houses
- Homeless shelters
- Nonprofit dental clinics
- Nonprofit organizations reaching underserved children or youth
- Schools (especially Title 1 schools or those that provide a high number of free and reduced lunches.)
- Subsidized childcare centers
- Summer Food Nutrition Program Sites
- Work-First Programs
- YMCA / YWCA
- Create a hygiene closet at your school, church or community center

If you need help finding a recipient, contact outreach@ncohf.org or call (704) 350-1600 ext. 105. Or you can mail your Smile Drive products to:

America's ToothFairly
4108 Park Road, Suite 300
Charlotte, NC 28209



Tools and Resources

We want to be sure you have everything you need to hold a successful Smile Drive. Within this Guide you will find:

- A basic flyer to promote your upcoming collection date(s)
- A basic flyer to print and hang at your donation site(s)
- Oral health tips you can print and include with each donated item or package
- Instructions on how to set up a donation page for your Smile Drive (every dollar collected will provide three toothbrushes to America's ToothFairy.)
- Instructions on how to report the results of your Smile Drive, share photos of your event and connect with America's ToothFairy on social media

In addition, we have other handy tools to help you promote your Smile Drive and its (inevitable) success! Items include:

- More versions of flyers and posters
- Donation box graphics
- Graphics to share on social media
- Website graphics to link to more information about your event
- A press release template to share your upcoming event with news outlets
- A press release template to share the results of your event with news outlets
- A letter to include with your donation

Click here to download the complete toolkit.

SOME KIDS DON'T HAVE THEIR OWN TOOTHBRUSH

- Across America and even in our own community, there are homes that
- lack the basic tools needed for healthy mouths. **Help us change that!**

**DONATE A NEW TOOTHBRUSH, TOOTHPASTE,
FLOSS OR RINSE FOR LOCAL CHILDREN IN NEED.**

WHEN:

HOSTED BY:

WHERE:

DONATIONS WILL BENEFIT:

America's ToothFairy

**SMILE
DRIVE**

benefitting kids in need

Since 2014 more than **1,800,000** oral care products have been donated to help children in need **all across America.**

For more information visit SmileDrive.org.

A PROGRAM OF AMERICA'S TOOTHFAIRY

BECAUSE EVERY CHILD DESERVES A HEALTHY SMILE.®

America's ToothFairy

SMILE
DRIVE



benefitting kids in need

DONATE HERE!

**Every child deserves a healthy smile,
yet some don't own a simple toothbrush.**

Thank you for donating new toothbrushes, toothpaste, dental floss or rinse so every child in our community and across America can have the basic tools needed for daily oral health!

For more information visit SmileDrive.org.

A PROGRAM OF AMERICA'S TOOTHFAIRY

Tips from the ToothFairy:

- All children should visit the dentist before the age of one. Children with special needs may need earlier and more frequent visits.
- Get a new toothbrush every 3 months and after each illness to avoid lingering bacteria and germs.
- Eat plenty of tooth-friendly snacks such as fruit, vegetables, cheese and yogurt. Avoid starchy and sticky snacks that can cling to teeth and cause decay.
- Ask your dentist or doctor if fluoride rinses, toothpaste, varnish, and supplements are recommended for your child.
- Clean orthodontic appliances daily with a denture-cleansing bath and thoroughly rinse before inserting into the mouth.
- Brush and floss twice every day and visit your dentist every 6 months!

[Visit AmericasToothfairy.org](http://AmericasToothfairy.org) for more resources.

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**Don't forget
to...**

It's easy to **accept monetary donations** to support your Smile Drive when you set up a secure account on our donation platform. For every dollar collected, America's ToothFairy can distribute three toothbrushes to children in need!



Sign Up

Create a free account **here**.



Share!

Share the link to your donation page in emails and on social media to be sure everyone you know can contribute - no matter where they are!

During and after your event, there are a few more steps that **make your Smile Drive complete**:



Report

Let us know the results of your Smile Drive by completing a brief survey **here**.



Say Cheeeeeese!

We love to see photos of Smile Drives in action! Submit your pics with your report.



Connect

Don't forget to follow us on social media and share your photos with the hashtag #ATSmileDrive.



@NCOHFAmericasToothfairy



@AmerToothFairy



americastoothfairy
