



The mission of Hope Scarves is to share scarves, stories & hope with women facing cancer. Since our founding in 2012 we have shared over 5,000 scarves & stories with women in every state & 12 countries. The youngest recipient is 5 and the oldest, 92. We serve women facing all types of cancer. In order to meet the increasing interest in Hope Scarves we need to collect many scarves and stories to fulfill the requests. Ideally each scarf comes with a story from someone who has faced cancer. However, we have many stories donated that do not have scarves so we pair a donated community scarf with that story to begin its journey as a Hope Scarf. Scarf & Story drives are an important part of our ability to fulfill our mission.

Donations typically come in four forms:

1. Scarf donated from a non-cancer survivor
2. Scarf with a story from a cancer survivor
3. A story from a cancer survivor that doesn't have a scarf
4. A monetary donation to Hope Scarves



1. Scarf donated from a non-cancer survivor
 - If possible have the donor complete the small donation sticker (attached) and stick to the scarf. If they donate more than one scarf, put the scarves in a ziplock bag with sticker on the outside. This is not required and often hard to do. If it is easier to just have donors drop a scarf in a box don't worry about collecting their information. This information just allows us to stay connected with the donor. This will most likely be the majority of what you collect.
2. Scarf with a story from a cancer survivor
 - Pin the completed story form to the scarf or if there are multiple scarves place together in a bag with the story form.
3. Story without a scarf
 - Please ask the donor to complete a story form. Send this in with the scarves you collect. This story will be paired with one of the donated scarves and begin its journey as a Hope Scarf.
4. Monetary donations
 - Checks can be made out to Hope Scarves
 - Donors can give online at www.hopescarves.org
 - You can accept cash
 - If we have the donors contact information we will send a thank you letter.

Scarf donation details:

- Ideal size of a Hope Scarf is 30" square or larger or, oblong (17" wide). However, we accept all scarves. Those that do not work as headscarves can be turned into Hope Scarves bracelets or are donated to another organization that can use them such as Dress for Success.
- Scarves can be donated "as is." Each scarf will be dry-cleaned by Highland Cleaners in Louisville KY.

Promotional tips for a successful Scarf & Story Drive:

- Scarf drives have been held at schools, churches, book groups, support groups and more.
- Consider having a Scarf & Story Drive as a "party with a purpose." Host friends, book group, super club for a cocktail party or dinner and ask everyone to bring a scarf. You can even have a little raffle with the money going toward Hope Scarves. We've had several people have a lot of fun with this concept. If you'd like to learn more please email us at Katie@hopescarves.org
- Let Hope Scarves know when your drive is scheduled so we can help promote it.
- We will send brochures & a brochure holder to help spread the word.
- Link perspective donors to our About Us video on our website to share what Hope Scarves is about. www.hopescarves.org/about-us
- Post pictures of your drive on social media and tag Hope Scarves. #HSscarfdrive
- We support the use of shameless bribery – offer donors a piece of candy or something to say thanks.

Steps for a successful scarf & story drive

1. Pick your location
2. Promote the drive – emails, flyer, posters, share brochures, etc...
3. Hold the drive
4. Send collected scarves & stories to Hope Scarves
5. Send thank you notes to donors or those who helped with drive. Hope Scarves will send thank you notes to those who we receive information for as well.

Checklist of things to bring to the drive:

- Basket, box or something to collect scarves in
- Scarf donor stickers – not necessary if your event doesn't lend itself to collecting info
- Story forms (if also collecting stories)
- Hope Scarves brochures
- Safety pins (to pin scarf donor card to scarf)
- Pens
- Signage
- Ziplock bags or rubber band (to bundle multiple scarves from same person)

Scarf & Story Drive supporting documents:

This information will be emailed to you once you let us know you are hosting a drive!

- Story form
- Scarf donor sticker (print and cut or print on labels)
- Hope Scarves Logo & Scarf & Story drive logo
- Customizable email
- Customizable flyer

Scarf & Story drive documents available to be mailed to you:

Please email Katie@hopescarves.org to request these:

- Hope Scarves brochures
- Hope Scarves pledge forms for cash donations

After the Drive:

Send scarves & stories to Hope Scarves. Be sure to include your contact information & details of where the scarf drive was held and a contact person we should thank (in addition to you) if applicable. Send scarves and stories to: 141 N. Sherrin Ave, Suite 227, Louisville, KY 40207

Ripple effect:

- Scarf & Story drives are also awareness campaigns and help us spread the word about Hope Scarves. If someone asks you about sending a scarf to someone else here are some quick tips.
 - The best way to request a Hope Scarf is on our website. www.hopescarves.org
 - You can request a scarf for yourself (if you are facing cancer) or for someone else.
 - When you request a scarf be sent to a loved one you have the chance to write a personal note and we encourage the requestor to make a donation in honor of the scarf recipient.
 - Hope Scarves is a 501(c)3 nonprofit organization.
 - Hope Scarves supports people facing all types of cancer. Although we primarily support women. We've only had one request for a little boy – which we gladly fulfilled. If a man/boy wants a story and scarf we would be glad to send one to him.

If you have any questions or need additional resources please contact Katie at katie@hopescarves.org or 502.333.9715 Thank you!