

Impact in Action Collab Playbook



shepherdsgate.org

Introduction



Shepherd's Gate



Shepherd's Gate helps women and children escape abuse, addiction, sex trafficking, and homelessness. We are so much more than a shelter. Through community support, women and children have safe shelter, meals, and a long-term 12-16 month Christ-centered residential program that helps in every area of their lives: physical, spiritual, emotional, parenting, education & career, legal, financial, family reunification, etc. Plus we have a full program for children so they too can find healing and thrive in life. This program is completely free for women that are in critical need.

More than just a Collection



This is a team-based collection and engagement experience where employees can see their impact.

On-site impact photos will be taken by Shepherd's Gate to share with your team.

Shepherd's Gate handles transporting the donations.

Optional Lunch and Learn to help turning giving into connection.

Shepherd's Gate provides a complete internal communications kit, including email copy, reminders, and optional customizable flyer, making this collab easy to launch and manage.

Items collected help to meet the daily needs of residents and graduates.

A photograph of a woman and two children walking across a wooden bridge. The woman is in the center, holding hands with a child on her left and another child on her right. They are walking away from the camera. The bridge has a wooden railing and is surrounded by trees. The text 'Roles & Responsibilities' is overlaid in large white letters.

Roles & Responsibilities

Your Role

- Select dates and collection theme
- Promote the collab internally comms kit provided
- Encourage employee participation
- Provide space for collection and packing activity
- Host the optional Lunch & Learn

Shepherd's Gate Role

- Provide collection guidelines and materials
- Facilitate and lead the on-site packing activity
- Lead Lunch & Learn (optional)
- Photograph impact (before, during, and after)
- Transport donations to Shepherd's Gate

Quick Start Snapshot

→ Steps

- Step 1: Choose your collection theme.
 - Step 2: Choose your 4-week window and schedule your collab date on signup.com.
 - Step 3: Decide on Lunch & Learn (yes/no)
 - Step 4: Launch internal comms
 - Step 5: Collect + organize
 - Step 6: SG lead packing activity + pickup
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→ Collection Themes

Click the link to view the packets

- [Packed with Love - List updated quarterly](#)
- [Roll With It](#)
- [Sugar + Spice](#)
- [Clean Start](#)
- [Neighbors Nourishing Neighbors](#)

Pro Tip: Ask SG Contact for the top 10 items needed in the theme you select.

→ Lunch & Learn Option

- 15-20 minutes
- On-site or hybrid thru internal platform.
- Ideal during lunch or team meeting
- Explanation of Shepherd's Gate history, the Road to Freedom Program and the impact your donations will make.

→ Timeline - 4 weeks

- Week 1: Plan + finalize cobranding materials
 - Week 2: Kickoff + Collect
 - Week 3: Collect
 - Week 4: Packing Activity + Pickup
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→ Sorting & Packing Activity

- For a low environmental footprint save grocery bags or delivery boxes to pack the items into.
 - Set up two to three 6 ft tables.
 - Stage like items together.
 - Shepherd's Gate staff will lead the packing activity, provide assembly instructions, and guide the experience so your team can focus on participation and impact.
 - As your team packs the items the SG Contact will take photos.
 - Team "after" photo with packaged donations.
 - Help SG contact load items and take one last pic in with packed items in the vehicle
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→ Cobranding

- Company logo on flyers
- Flyer colors can change with seasonal themes
- Flyers can incorporate department challenges and multi-office friendly competition.

Calendar & Contacts

Schedule your Collab Date



Bi-weekly on a Thursday you can select a two hour timeframe between 10A-3PM.

Schedule here to collab in a city listed below.

Livermore, Dublin, Pleasanton, San Ramon, Danville, Walnut Creek, Brentwood, Antioch, Oakley and Discovery Bay.



Marcie Senter

Development Officer
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Contact for scheduling, optional Lunch and Learn, packing activity and transporting donations back to Shepherd's Gate.

Marcie is also the contact for onsite tours, grant, employee match and event sponsorship opportunities.



Jill Gandara

Facility & Partnership Manger
jgandara@shepherdsgate.org

Contact for cobranding flyers, top needs by theme and Volunteer Weeks hosted at Shepherd's Gate in April and October.

