Goodwill
Industries International, Inc.

Steps for Running a Successful Community, School or Workplace Clothing Drive

POWERED BY GOODWILL®

Powered by Goodwill, the Donate Movement focuses on the positive impact donating has on people and the planet.

Through the simple act of donation, you help keep unwanted clothes out of landfills, thus preserving the environment. By donating to Goodwill, you give those items a second life, and in turn help to provide job training, youth support services and more for people in your community.

Learn more about the impact donations make on the community and the environment at donate.goodwill.org.

1. Getting Started

- Learn as much about Goodwill® as you can. Or, better yet, go to http://locator.goodwill.org/ to find your local agency; that Goodwill may be able to help you with your drive.

- Recruit co-workers, neighbors and friends to help organize the drive. You will need someone to assist with planning, promoting and collecting donations.

- Select the type of donation drive you will organize:

Neighborhood Clothing Drive

- – Determine how many vehicles you will need for the collection day and how far you can travel to collect donations.

- – Create a schedule that allows enough time to promote the clothing drive, and identifies a single collection day and hours of collection.

School or Office Clothing Drive

- – Locate a high-traffic area for clothing collection (e.g., building lobby, lunch room or main conference/assembly area).

- – Receive approval from school or business officials to hold the clothing drive at their location and obtain written agreement to allow on-site promotion.

- – Create a schedule that allows enough time to promote the clothing drive before and during a one- or two-week period of donation collection.

- – Secure large collection bins, attach collection signs with details of the clothing drive, and place them in designated locations.

2. Getting the Word Out

- Promote your donation drive at least one week in advance.

- Include information about Goodwill in announcements and fliers so people know about the benefits their donations will have on their community. A great way to do this is by calculating the impact of your donation at http://donate.goodwill.org/.

  - *For neighborhood clothing drives*: Distribute fliers door to door and post announcements in central community locations. Ask people to leave their donations in front of their homes, safety permitting.

  - *For school and office clothing drives*: Announce the school or company's commitment to Goodwill by displaying *Family Circle* **and Goodwill Back-to-School Clothing Drive** announcement posters around the building(s) or campus. Make school P.A. announcements or send e-mails to encourage participation. Set up fun competitive contests or goals for students or staff. Consider hosting a party or having prizes for the winning team.

3. Donation Collections and Drop-Off Sites

- Collect donations on the designated date and deliver them to your local Goodwill donation center. The closest donation center can be found easily at locator.goodwill.org.

  - *For school and office drives:* Check donation bins regularly to keep the area organized. You may find that an early Goodwill drop-off is necessary.

- After all donations have been collected, weigh and record the total poundage and share these results with the attendant at the Goodwill donation center.

- Make sure that the Goodwill donation center attendants are aware that your donations are part of the *Family Circle* **and Goodwill Back-to-School Clothing Drive.**

4. Recognition

- Remind those who donated that their donations fund Goodwill's job-training programs, employment placement services and other essential community-based programs that help people in their community who have disabilities, lack education or job experience, or are having other difficulties finding work.

- Be sure to thank everyone for their generous donations, and send out announcements with the total amount of clothing collected.