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

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.