



# Join the Donate Movement!

Step-by-step instructions  
for organizing a successful  
Goodwill® donation drive  
at your school or campus!





# The Donate Movement

For over 100 years, Goodwill® has been a pioneer of the “reduce, reuse, repurpose” practice.

When you donate clothing and other items like books or electronics to Goodwill, your donations are sold in Goodwill stores, giving them a “second life” and keeping them out of landfills. Plus, the money from the sale of your donated items helps Goodwill provide job training, job placement, and other great programs for people and families in your community.

Just as there are things you , there are things you 

Think twice about what you donate, where you donate, and how your donations affect others. When you donate to reputable organizations like Goodwill, you make a positive impact on people and the planet.





# Make an impact

**Step 1:** Find and contact your local Goodwill at <http://goodwill.org/locator>.

**Step 2:** Reach out to groups that could help you organize your donation drive. In college? Try on-campus student groups like fraternities or sororities. In grade school? Try PTA or your student government.

**Step 3:** Get permission from your school to hold the donation drive and promote it. (You will need permission to post signage to promote your drive.)

**Step 4:** Work with your local Goodwill to schedule dates for your donation drive.





# Organize!

**Step 5:** Decide on a goal for your donation drive. Are you going to measure pounds donated? Would you like to have a competition for your drive with prizes?

**Step 6:** Decide where to place donation bins at your school – the more high traffic of an area the better. Secure locations are best.

**Step 7:** Set up large collection bins or boxes and attach signs with details of your donation drive. (May be provided by your local Goodwill.)

**Step 8:** At the end of this document, you'll find posters and signage you can customize. Download, print, post and promote!



# Promote your drive

**Step 9:** Start promoting your donation drive at least two weeks in advance:

- Posters/fliers around school/campus
- E-mail blasts to students/parents
- Social networks (e.g.. Facebook event, Twitter party)
- Set up a table in the student center or cafeteria with information about the impact donations can have on your planet and your community
- Ask teachers/faculty to help you promote the drive to the community and their classes.
- Contact the local newspaper, radio and TV stations. Tell them about the goals you have set and invite them to come for a photo opportunity at the school.
- Invite local Goodwill to do a school assembly (Perfect for grades K-5)



# What's your impact?

**Step 10:** After your donation drive:

- Thank your donors with signage.
- Calculate the positive impact your donations make at [donate.goodwill.org](https://donate.goodwill.org).
- Tell us about it! Email pictures and results of your donation drive to us at [donate@goodwill.org](mailto:donate@goodwill.org). You might be featured on our website!

Questions? Need help?

Email us at [donate@goodwill.org](mailto:donate@goodwill.org)



# DONATE

[donate.goodwill.org](http://donate.goodwill.org)

IS YOURS  
GEARED FOR  
GOOD?



Just as there are things you , there are things you 

# DONATE

[donate.goodwill.org](http://donate.goodwill.org)

IS YOURS  
JUST SITTING  
AROUND?



Just as there are things you , there are things you 



# DONATE

[donate.goodwill.org](http://donate.goodwill.org)

IS YOURS  
JUST HANGING  
AROUND?



POWERED BY  
GOODWILL



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POWERED BY:



Just as there are things you , there are things you 

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POWERED BY:



Just as there are things you , there are things you 