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| Clothing Drive Fundraiser gwmek_2c_cmyk.jpg | ***Support Goodwill’s Mission:******We strengthen individuals, families and communities in need through the power of work.*** |
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|  | Information Packet |
| ***Your Goodwill Representative:****Colleen Lewis**Community Engagement* *816-842-7425 ext. 297**Mobile: 816-830-3274**clewis@MoKanGoodwill.org* | Hosting a Goodwill clothing drive fundraiser is the perfect opportunity for your non-profit to connect with your community while earning great rebates. Whether you choose to hold a one-day drive or a long term drive in multiple locations, everyone wins! |

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**Donate. Shop. Empower.**

For over 100 years, Goodwill has been a pioneer of the principles to “reduce, reuse, recycle, repurpose.” When you donate clothing and other items like books or house wares 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. 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.

**Goodwill of Western Missouri and Eastern Kansas partners with local non-profits aligned with our mission to help them raise funds. We focus on organizations that work with children, families, or individuals seeking employment.**

**Earn rebates for your non-profit organization!**

When you host a clothing drive fundraiser your group earns a rebate based upon the total weight of the **cloth donations** (clothing and linens) you collect during your Donation Drive. You have the choice of rebates in the form of Goodwill Store Vouchers or cash.

**Get Started!**

**Step 1**: Choose the clothing drive that is right for your group:

* One-Day Donation Drive – We provide a truck on site for the cloth donations your group collects during the event. Your organization promotes the drive beforehand and provides volunteers the day of the drive to collect donations. A typical one-day donation drive requires a minimum of two volunteers. Remember that many hands make light work, so the more the merrier! This clothing drive can be done in conjunction with a larger event (for example: pancake breakfast, company picnic) or as a stand-alone event.
* Long Term Drive – We provide your group with portable indoor or outdoor donation bins. Your organization secures locations for the bins (for example: schools, local businesses, community centers) and promotes the clothing donation drive. This style of fundraiser may have a defined collection time period, such as one month, or it may be ongoing. Logistics for pick-up of the donations are negotiated on an individual basis.

**Step 2**: Fill out and submit the attached *Clothing Drive Fundraiser Inquiry* Form*.*

**Step 3**: After you speak with a Goodwill representative, reach out to groups that could help you organize your clothing donation drive.

In college? Try on-campus student groups like fraternities or sororities. In elementary school? Try PTA/PTO or your student government. Part of a sports team? Try holding a drive where you practice and play.

**Step 4**: Decide where you would like to host your clothing drive. Remember, the more high traffic of an area the better.

For one-day donation drives, spacious areas with easy access for cars and semi-trailers are best. Usually a large parking lot will do.

For long-term drives, secure locations are best for donation bins. Get permission from each location to hold the donation drive and promote it. (You may also need permission to post signage to promote your drive.)

**Step 5:** Decide on a goal for your clothing donation drive. Are you going to set a goal for the total pounds of cloth donated? Would you like to have a competition with prizes? Get creative!

**Step 6**: Start promoting your Clothing Drive at least two weeks in advance:

* Posters and flyers around school, campus, and local businesses (Goodwill can provide logos and flyer templates)
* E-mail blasts to students, parents, friends, family
* 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, and local business owners to help you promote the drive to their classes, customers, and the community.
* Contact the local newspaper, radio, and TV stations. Tell them about the goals your group has set and invite them to come for a photo opportunity at the donation drive.
* If your group is school-aged, invite your local Goodwill representative to do a school assembly presentation.

**Step 7**: Let the clothing drive begin! If you’re holding a one-day drive, arrive early the day of your event to set up and if you are holding a long-term drive, set up the Goodwill provided bins in the pre-arranged locations and post signs with details of your clothing donation drive.

**Step 8:** After your clothing donation drive:

* Thank your donors with signage.
* Contact your Goodwill representative for the total pounds of cloth your group collected and rebate earned.
* Calculate the positive impact your donations make at donate.goodwill.org.
* Tell us about it! Email pictures of your clothing donation drive to us. You might be featured on our website and Facebook page! This is a great opportunity to promote your organization!

**Frequently Asked Questions**

**What happens to the donations we collect?**

Goodwill of Western Missouri and Eastern Kansas serves over 80 counties in the region. The revenues from the sale of these donations in one of our local retail stores or through our salvage operation fund our mission: *to strengthen individuals, families and communities in need through the power of work.*

**What is a voucher card rebate?**

Voucher cards look like a typical store gift card, but are valid for only 90 days. It can be ordered in any denomination, and can be spent over the course of multiple visits to your local Goodwill.

**How many donations should my organization collect?**

Our expected minimum for a one-day trailer event is 2,000 lbs, which fills 4-6 Gaylords.

To visualize 1,000 pounds, imagine 3 Gaylords (the big 45-inch boxes on top of wooden pallets) full of clothing – that would be about 1,000 pounds. Consider a typical donation of a pair of jeans and a few t-shirts; this would weigh between 3 and 4 pounds. The more you collect the more your organization earns!

**What if we receive non-cloth donations?**

Not a problem! We are able to take most items. *Just remember that only cloth will count towards your organization’s rebate, so remember to emphasize CLOTH in your promotions.*

*Unfortunately, we* ***cannot*** *accept the following items:*

* *Large appliances - stoves, washers, dryers, refrigerators, dishwashers, TVs or console stereos*
* *Mattresses and box springs*
* *Auto parts - tires, batteries*
* *Venetian blinds, curtain rods*
* *Building materials*
* *Hazardous chemicals, paint, solvent, oil*

**How should we promote the event?**

We encourage and expect promotion beyond word of mouth. Get creative! Flyers and social media posts will boost the visibility of your event and your organization. We can provide logos and templates for the flyers or posts your organization develops. You also have the option of promoting on our MoKanGoodwill.org website and Facebook page. **NOTE:** Please submit flyers and other promotional materials to your Goodwill representative for approval before dispersing them.

**When and how are rebates paid?**

Rebates are processed once a month, about 2 weeks from the date of the donation pick-up. If you choose to receive your rebate as Goodwill vouchers, you have the choice of receiving the lump sum on a single card or dividing it between many cards. If you choose cash (actually a check will be issued), we require your organization to provide a W-9 and a certificate verifying your organization’s non-profit status.

**Call the Community Engagement Manager at 816-842-7425 ext. 297 for more details.**