

How to run a successful Goodwill NCW Donation Drive

Thanks for helping Goodwill Industries of North Central Wisconsin fulfill its mission of “Elevating People, Transforming Communities” by hosting a donation drive in your community!

As you know, donations of used clothing, household goods, furniture and electronics material are the lifeblood of our retail operation. The resale of that material supports more than 25 programs and services across our 35-county region.

In 2014, Goodwill NCW touched the lives of 68,672 people across the state, thanks to your kindness and generosity!

Here are suggestions on how to run a successful donation drive:

- **Notify your local Goodwill NCW store team leader at least four weeks in advance.**

This is your drive, and you’re responsible for making it happen — from promotion to staffing to donation pickup and delivery. But it’s important to let the store team leader know when your drive is, what time you’ll deliver the donations to the store, and how much you anticipate delivering. (A few boxes? A delivery van? More?) That’s important for our service to you, so store team leaders can make sure our donations door is staffed adequately to receive your drive’s donations.

- **Reach out to groups that could help organize the donation drive.**

- In college? Try on-campus student groups like fraternities or sororities. In grade school? Try PTA or your student government. Are there other civic, church or community service groups who might want to help?
- If your drive is at a school, get permission from the school to hold and promote the donation drive.

- **Organize easy drop-off sites for your donors.**

- Work with your on-site partners to decide where to place donation bins — the more visibility in an area, the better results you’ll see.
- Plan to protect donations from weather or theft.
- If you’re collecting donations at a central location, set up enough large collection bins or boxes.



- **Start promotion and communication at least four weeks before the event -- people need time to go through closets, basements, dressers and garages!**
 - Send your local media outlets a press release (we've posted a template for your use) well in advance of the donation drive. Invite them to cover the drive, and after the event, let them know how much was donated.
 - Place posters and flyers (we've included printable PDF poster/flyer templates) wherever you have permission to use the space.
 - Let your friends and neighbors know via social media. Use email if you have the organization's permission.
 - Set up a table at your school or business with printed information about the drive, and how donations to Goodwill affect your community and your planet. Ask the local store leader if they'd be willing to spend an hour there, answering questions about the store or the mission of Goodwill.
- **In those materials, let your community know — in clear language — the basics:**
 - When is the drive?
 - How long will it last?
 - Will donations be collected curbside? Or should they bring donations to a central location?
 - What donations will be accepted? What won't? (See our donations guide.)
 - If you're doing curbside pickup, should donations be in bags? Boxes? Either?
- **Hold up your end of the bargain.**

If you've told your community you'll do curbside pickup from 9 a.m. to 1 p.m. on Saturday, don't go early or late. Be there on time. Arrange for enough volunteers to complete the promised pickup or staff the central location.
- **After the drive, say thanks!**
 - Thank your donors with signage in the same places you used for promotion of the drive — social media, posters and flyers, letters to the editor, press releases.
 - Tell us about it! Email pictures and results of your donation drive to us at **stories@goodwillncw.org**. You might be featured on our website or Facebook page!

