

Donation Drive Guide

PLANNING FOR A SUCCESSFUL FUNDRAISING EVENT

Thank you for your interest in hosting a donation drive with Goodwill Central Coast. This fundraising event will raise money for your organization and will help your local Goodwill provide job services. We are excited to enter into this partnership with you.

Your organization may earn up to \$1000 (\$800 if you are in San Luis Obispo County due to smaller trailers) per full trailer picked up by goodwill.

This “Drive Guide” includes information to help your business, school, or organization plan and execute a successful donation drive.

Easy Steps For a Successful Donation Drive

1. **Find Group & Leader:** Form a small group of people to coordinate the donation drive.
2. **Pick Date & Location:** Decide on the optimal date to reserve the drive and the high profile location for the donation trailer. (Suggestion – make the drive a special event or organizational initiative.) Ideally have more than one date in mind to facilitate scheduling.
3. **Coordinate Logistics:** Contact your Goodwill representative to schedule the event and discuss logistics.
4. **Determine Scope and Type of Event:** Decide how big and bold of an event you want to have. (See Fundraising Ideas and Tips.)
 - Establish commitment from key players in your organization (e.g., management, administrators, informal leaders, supervisors, teachers, students, etc.)
 - Assign tasks according to a timeline (See Timetable Tips.)
 - Set a goal
 - Pre-collect donations prior to your event to ensure receipt of donations you may not receive on the day of your Donation Drive
5. **Promote, Promote, Promote:** Create buzz around the drive. (See Promoting Your Donation Drive Tips and Sample Promotional Messages)
6. **Prepare Event Volunteers:** Find and TRAIN volunteers for the day of the Donation Drive. (See Volunteer Training Guidelines.)
7. **Host the Drive:** Have fun, and remember – your donations change lives! (See Day of Event Tips.)
8. **Celebrate your Success!** Thank participants, publicize your results and let them know the impact their donations have on Goodwill's mission: Helping individuals with job training; Helping the community by creating jobs; Helping the planet by keeping items in use and out of landfills. (See After the Event tips)

Fundraising Ideas and Tips

- Start collections before the event if you have storage room available.
- Promote, promote, promote. People can't participate if they don't know about the Donation Drive. (See Promoting Your Donation Drive Tips).
- Couple the Drive with an already existing event or holiday.
- Create buzz around your drive by adding collateral activities: i.e. live music, BBQ, dunk tank, fashion show with Goodwill clothing, dance performances, etc.
- Hold a raffle where every donor receives a raffle ticket commensurate with the size of their donation.
- Offer incentives/rewards for people to donate: i.e. all donors receive a coupon from a local business; a service provided onsite; food; a balloon, etc.
- Organize a "pickup crew" to visit homes who can't deliver to the site.
- Start a contest – i.e. whichever classroom that donates the most in a school wins a field trip, whoever donates the most gets a free pizza, etc.
- Create a festive atmosphere: i.e. use banners and balloons at the donation site.
- Have fun! Your enthusiasm will be contagious and people will look forward to participating year after year.

Timetable Tips

PREPARE: 3 – 6 months before event

- Review all information in this packet.
- Identify optimal event date(s) & location, then call your Goodwill representative to schedule.
- Complete and email (or fax) the Organizational Registration Sheet & W-9 form.
- Meet with your team to agree on goals and assign responsibilities.

PLAN: 4 – 6 weeks before event

- Prepare your promotional program.
- Post event details on your website, bulletin boards, and newsletters.
- Recruit people from your organization to volunteer for both the event planning and the event day itself.
- Build excitement and participation among your team and organization.

PROMOTE: 2 – 4 weeks before event

- Advertise! – hang posters, distribute flyers, email, newsletters, websites, Twitter, Facebook (See Promoting Your Donation Drive Tips).
- Include map and instructions on the flyers.
- Organize your volunteers with group events leading up to the Donation Drive.
- Carefully assign and train volunteers to work at the Donation Drive throughout the event.
- Consider recruiting volunteers to pick up donations within the community.

TIPS TO HELP PROMOTE YOUR DONATION DRIVE

Before the Event:

- Pass out flyers to everyone you know and distribute them to all your neighbors
- Hang flyers around your neighborhood, your workplace, and near the event location
- Suggest to friends and neighbors it's time to clean their garage, attic, and closets
- Tell coworkers you can help them get rid of unwanted clothing and household items
- Ask your dry cleaner if they have any unclaimed clothes to donate
- Post on bulletin boards, church marquees, business boards, bulletins and newsletters
- Send a press release to newspaper editors, radio newscasters and websites
- Consider coordinating the event with a city or county event and work with your city or county to advertise such
- Consider running a small newspaper ad in local, weekly papers
- Make known to donors what types of items can and cannot be accepted at Donation Drive (see List of Items Goodwill can accept)
- Send regular email blasts to your organizational mailing list, increasing in frequency as the Donation Drive grows nearer.
- Post on Facebook, Twitter, blogs and on the organizational website(s)
- Pre-Collect as many donations as you can. They will be sorted by our attendant upon receipt. The most successful donation drives always do this.

During the Event:

- Post on Facebook, Twitter, blogs, and on the organizational website, live, during the event: (i.e. reminding people to participate, announcing how close to Goal you are, reporting on who is in the lead in a contest, reminding people to participate in the photo contest and posting photos, etc.)
- Park the Goodwill trailer in a high profile location.
- Place a sandwich board sign in the street.
- Have a volunteer wave a Donation Drive sign at a nearby, highly trafficked street corner.
- Wear colorful, eye catching clothing or costumes.
- Make it KNOWN to all within reach that the Donation Drive is underway, and they don't want to miss it!

SAMPLE PROMOTIONAL MESSAGES

Reducing Ecological Footprint

Email:

***Save the planet by cleaning out your garage!** Join [name of organization]'s donation drive for Goodwill Central Coast on [date] by bringing your unwanted clothes and household items to [location]. Not only will you be helping [organization] to do [organization's mission], but also your donations will be making an environmental statement by reducing your carbon footprint. Last year, Goodwill diverted almost 7,000 tons of clothing and household items from ending up in local landfills. By giving these items a second life, you are also reducing the need for valuable natural resources in the production of new products. To grow the cotton required to make a new cotton t-shirt and pair of jeans takes over 5,000 gallons of water, but by reusing those clothing items, you reduce that number to zero.

Take pride in doing your part, along with [organization] and Goodwill, in reducing our community's environmental impact.

Facebook:

***Save the planet by cleaning out your garage!** Join [name of organization]'s donation drive for Goodwill Central Coast on [date] by bringing your unwanted clothes and household items to [location]. Your donations will help keep almost 7,000 tons from ending up in local landfills this year and reduce our carbon footprint. Join [organization] in helping to "Reduce, Reuse and Recycle" the Goodwill way.

***Go Green with Goodwill.** By donating your unwanted clothing and household items during [org]'s donation drive on [date/time] at [location] you will be helping support a more sustainable community. You will be providing the opportunity for that too-small pair of jeans and out-grown tricycle to find a second life and avoid a slow death in our landfill. Join [organization] in doing Good(will) on [date]!

Creating Jobs

Email:

***Clean out your closet to create jobs in your community!**— Your old clothes can become new career opportunities for job seekers in our community. Simply donate at the [org] donation drive on [date] at [location] and help Goodwill Central Coast employ over 500 people in Santa Cruz, Monterey, and San Luis Obispo County, including employment training professionals, sales personnel, donation center attendants, warehouse and distribution workers, and administrators. Did you know that Goodwill Central Coast also has a Cosmetology/Esthetics vocational school, a Culinary Arts vocational school and four career centers to help people develop vital skills to find meaningful employment? So, let those unused hockey sticks and that extra purse help [organization] and Goodwill assist another 13,000 job seekers get back to work and reclaim financial and personal independence this year.

Facebook:

***Turn your Closet Clutter into Jobs for your Community**—bring in your unwanted clothing and household items to [org’s] donation drive on [date] at [location] and help Goodwill Central Coast empower over 13,000 people per year through job training and employment opportunities. When else can those “mom jeans” be put to such good use?

***Turn your Clothes into Classes.** Donate unwanted clothing and household items at [organization]’s donation drive on [date] at [location]. Your donation will not only help support [organization] but will also help support Goodwill programs which offer classes in office skills, medical office training and computer applications, along with situational assessment, vocational exploration and placement assistance.

Working Together to Make a Difference

Email:

***Join [organization] and Goodwill Central Coast in making a difference in our community.** By bringing in your unwanted items to [organization]’s donation drive on [date] at [location] you will be helping Goodwill Central Coast build lives, families and communities by helping people with employment needs become successful, supported by innovative enterprises that preserve earth’s resources. Goodwill believes that everyone has the right to work, but for many individuals the barriers to employment are too high to surmount alone. Barriers like homelessness, military service, single parenting, incarceration, addiction, and job displacement can define a person’s identity, even when they have so much more to offer.

Help [organization] and Goodwill Central Coast to ensure all of our community members know their worth and gain the skills and confidence to land a job that could turn their life around.

Facebook:

***De-clutter and donate.** It’s a win win win win proposition. Your donations of unwanted items during [organization]’s donation drive on [date] at [location] will not only raise funds for [org] to do its good work, it will also enable Goodwill Central Coast to turn those donations into jobs, keep waste out of our landfills and you’ll get a tax write-off and have a cleaner house. Good (will) for everybody!

***Do Good (will) for [organization]** Help support [organization] and Goodwill Central Coast by bringing in your unwanted items during [organization]’s donation drive [time] at [place]. Your donation will help [org] do [org’s mission] as well as help Goodwill Central Coast provide jobs and reduce our carbon footprint.

Volunteer TRAINING GUIDELINES

- Greet each donor with a smile and a “thank you”.
- Help unload items from donor and load into Goodwill truck.
- Be the gate-keeper for acceptable donations (See List of Items Goodwill can accept).

MANDATORY:

- Collect contact info for each donor Donating anything with a screen seven inches or larger
- Track the number of donations received and relay to the goodwill attendant or enter on donor information sheet
- Provide a tax receipt to each donor.
- Thank each donor with a phrase that includes: “Thank you. Your donation is helping to create jobs and protect the planet.”

OPTIONAL:

- Record drive specific information:
 - How donors found out about the drive
 - From which classroom they are (if a school drive)
 - Data relevant to any drive specific contest/goal
 - Take fun and interesting photographs for use on social media (both for Goodwill and for your own organization).
- Present a reward for donating, i.e.
 - Raffle tickets
 - Coupons/certificates from Goodwill or local businesses
 - Food
 - Balloons
 - Turn throwing at the dunk tank

Day of Event Tips

- An adult representative from your organization must be present at the event at all times.
- Assign shifts for volunteers to help greet and thank donors, load and unload donor vehicles, collect info and pass out receipts/flyers.
- Wear comfortable clothes and shoes.
- Provide water and snacks for volunteers.
- If possible, provide shelter or shade.
- Provide chairs for volunteers.
- Have a first aid kit at the donation site.
- Ask volunteers to wave banners or posters at passing traffic.
- Bring bags or boxes to hold loose items.
- Bring gloves and hand sanitizer.
- Help facilitate activities to bring excitement to the drive, i.e. live music, BBQ, dunk tank, raffle, meet-and-greet local celebrity/luminary/public official, dancing, etc.
- Take pictures of donors, volunteers, donated items, and collateral activities to post online for Goodwill's photo contest:
 - Categories include:
 - ✦ Biggest carload of donations
 - ✦ Best Donation Drive group shot
 - ✦ Happiest volunteer
 - ✦ Best Action shot
 - ✦ Best Donation Drive Collateral Activity
 - ✦ Most unusual item donated
 - ✦ Most "valuable" item donated
 - ✦ Best Overall
- **Have fun!**

After the Event

DOCUMENT YOUR SUCCESS!

- Make sure all Goodwill Central Coast paperwork is complete.
 - Thank your donors publicly and privately.
 - Calculate the positive impact the donations you received.
 - Publicize the results and photos
 - Your organizations newsletter, bulletin, and bulletin board
 - Newspaper - local news section
 - Organization meetings and announcements
 - Organization's and for Goodwill's website
 - Submit photos of the event to donorservicessc@ccgoodwill.org for social media use.
 - Receive your check from the Goodwill
 - Support your local Goodwill by donating throughout the year and shopping in our stores!
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Thank you for hosting a Donation Drive

Here is a list of items we can accept during the event:

ABLE TO ACCEPT

- Clothing, linens
- Shoes, boots, purses, belts, and jewelry
- Household items – dishes, glassware, utensils, lamps and small appliances
- Books, textbooks, CD's, video's, DVD's, games
- Sporting goods
- Computers, computer software and computer equipment
- Electronics – such as TV's, radios, stereos, and phones (Due to California SB20, in order to accept your donation of anything with a screen, we **must** receive your valid and legal Name, California address and telephone number at the time of donation).

NOT ABLE TO ACCEPT

- Anything that is damaged, soiled or stained
- Leftover items following a Swap Meet, Rummage Sale or Garage/Yard Sale
- Paint, cleaning supplies, or other hazardous materials, anything that may have or may contain alcohol, gasoline or other flammable materials and anything with a gas or propane tank
- Mattresses, box springs, futons, bed pillows and water bed components
- Plumbing or building supplies, Carpeting or Fixtures
- Large Appliances and Large exercise equipment such as treadmills and exercise bicycles
- *Barbeques
- Food or Drinks
- Automobile parts or tires
- Weapons and Ammunition of any kind
- Pianos and Organs
- *Furniture – Sofas, dressers, chairs and tables, etc...
- Medical Equipment such as wheelchairs and medical beds
- Cribs and Baby items
- Microwaves and Printers

*Note: We *can* accept these larger, bulkier items at our Donation Centers and Retail Stores throughout the year, but not during Donation Drives due to the limited capacity of our event-dedicated trailer.