



CLOTHING DRIVE TOOLKIT

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No administration, extensive planning or selling.

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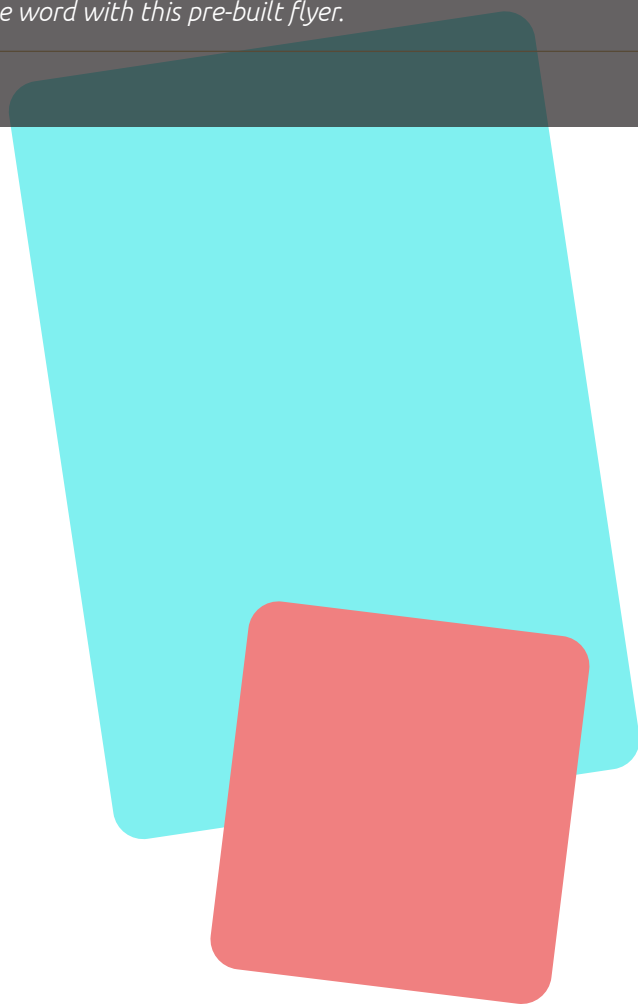
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Sample Flyer

Spread the word with this pre-built flyer.

Online



OVERVIEW

There are many ways that schools and non-profit organizations can raise funds, but most involve selling and cash handling along with involved planning and administration of the program. A Clothing Recyclers Clothing Drive doesn't require administration, extensive planning or selling, and everyone can participate!

Clothing Recyclers clothing drives are done without any cost to you, so regardless of your school or organization's size, resources and budget, you can hold a clothing drive. Clothing drives are easy to organize and can be done with little planning and administration and without financial involvement for your school or organization.

You do not need to open bags and sort the clothes that are donated. Clothing Recyclers accepts all sizes, styles and quality of clothing and you get paid for every bag collected.

When your school or organization holds a clothing drive, you are keeping clothing out of our landfills and supporting your community while earning money for your group. In addition, it's a great opportunity to teach young people about recycling by showing how it directly benefits them!

Clothing Recyclers has a great deal of experience supporting local organizations through the collection and redistribution of used clothing. We understand the challenges that schools and non-profit groups face and we work hard to generate the funds for them. We will work with you to handle the entire fundraising program from start to finish and are available to answer any questions that you may have.

What does your school or organization need funds for? A new playground, gym equipment or a special trip? Clothing Recyclers clothing drives are the solution!

CLOTHING IN LANDFILLS

95%

of clothing disposed of in landfills can be reused or recycled.

ENERGY USE

10%

of 1 trillion kilowatt-hours used every year by the global textiles industry.

WATER USE

27

bathtubs full of water, or 2,650 litres, used to produce one cotton t-shirt.



OVERVIEW

Time Commitment

For a single-site clothing drive, the organizing committee will spend approximately 10-15 hours throughout the process to organize the event, including the time spent at the event itself.



Who can do this?

Everyone! It is helpful to have a detailed-oriented person lead the activity.

Clothing drives are a win-win for everyone! Here are some of the benefits:

- No cost to you
- No planning or administration of the program
- No selling products or cash handling
- No opening of bags or sorting clothing
- You get paid for every bag collected
- Holding a clothing fundraiser is a great educational opportunity



TONNES OF TEXTILE WASTE ANNUALLY



10.3MILLION

PIECES OF CLOTHING WASTE EACH SECOND



2,150

MICROPLASTICS PRODUCED BY FIBERS



71%

* <https://www.bloomberg.com/graphics/2022-fashion-industry-environmental-impact/>

STEPS



1

STEP 1: PICK A DATE AND LOCATION FOR YOUR CLOTHING DRIVE

Identify the desired location for the clothing drive and collection such as a school, local business, shopping centre, church or grocery store.

Contact the appropriate person (store manager, principal, etc.) to get permission to hold the drive there and ask if they'd like to participate in any way. When you call, make sure you have information on the clothing drive (the goal, the preferred date, background on your organization, etc.)

A location that is centrally located, with a large parking lot and an inside option (in case of bad weather) is ideal.

Once you nail down a location, work out logistics with your contact there:

- Where specifically the clothing drive can be held (e.g., at the entrance of the store or a section of the parking lot)
- The date and the allowed hours of operation for the drive
- Inclement weather backup plan
- Where the bags of clothing will be stored before pick up
- Place to accommodate the volunteers who will organize the clothing for pick up

NOTE: If you are talking to a retailer and they are interested, you might explore additional ways they could support the effort. Examples might include:

- Printing your flyers (the retailer could receive an acknowledgment on the flyer)
- Matching the donations raised from the public for the clothing drive in some way (with a dollar amount or a product donation from the retailer to the organization)
- Adding the option at the cash register for customers to donate money to your organization

STEPS



2

STEP 2: ASSESS VOLUNTEER NEEDS

Establish a small committee to plan and coordinate the clothing drive. Select an overall coordinator (that may be you) and team leaders for individual tasks. Depending on the size of your clothing drive, there could be 2 to 6 people on the committee.

Teams can help share the work, motivate volunteers/donors and hold each other accountable to deadlines.

Schedule a training session for the committee. Provide the committee with background on the organization, a list of key dates/times, responsibilities needed to carry out the clothing drive and contact information for you and the other committee members.

The committee members should:

- Help recruit volunteers for the clothing drive
- Promote the clothing drive with flyers throughout the community
- Ensure local media are aware of the drive
- Set up the collection site
- Lead a shift during the event
- Help coordinate clothing pick up after the drive

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STEP 3: RECRUIT VOLUNTEERS

Ask your family, friends, colleagues, and neighbours to help make the clothing drive a success. Check with the local community organizations, libraries, schools, senior citizen centers, places of worship, etc. that may already have a pool of volunteers for their own purposes. Email is a great way to keep the volunteers informed.

STEPS



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STEP 4: PUBLICIZE

The key to a successful clothing drive is to get the word out about the event. See the section on Publicizing Your Event for more information.

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STEP 5: FINAL PREPARATIONS

Touch base with the CLOTHING RECYCLERS, your committee and your contact person at the drive location to confirm all details, including:

- Plans for clothing pick up following the drive.
- Who will supply tables, chairs and refreshments for the volunteers?
- The staffing schedule for the day of the clothing drive (2- to 3-hour shifts are best)
- Create 3 or 4 large signs that your teams can post within a block or two of the clothing drive on the day of the event

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STEP 6: THE DAY OF THE EVENT

- Set up the clothing collection site (i.e.. two tables with chairs behind it; refreshments behind the volunteer chairs, a place to store bags of clothes.
- Post the Clothing Drive signs in visible areas and have flyers available
- Welcome volunteers as they arrive, and show them how things will work
- Relax, smile and enjoy the wonderful event that is bringing together the community
- When the drive is over, clean up the area and take down the signs. Leave the area the same (if not cleaner) than when you arrived
- Thank the hosting organization and the volunteers

STEPS

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STEP 7: FOLLOW UP (WITHIN ONE WEEK AFTER THE EVENT)

- Send a thank you note, call or email to all volunteers (using the method by which they prefer to be contacted). Include how much clothing was donated and how much money was raised, and whether there are plans for additional clothing drives.
- Call or write a thank you note to the hosting organization. Again, let them know how much clothing was donated and how much money was raised, and convey their important role in the success of the drive and the difference they are making.
- While it is still fresh in your mind, develop a list of lessons learned for future events.
- Keep in touch with volunteers and local communities for further volunteer opportunities.



TIPS FOR MANAGING VOLUNTEERS

Develop a roster of all the volunteers. Be sure to get each person's full name and contact information so you can keep everyone informed during the planning stage.

Host a meeting three to five weeks prior to the clothing drive so the volunteers understand the goal of the clothing drive, what is required of them, the timeline of the drive and background on your organization. Provide a take-away sheet with the information provided at the meeting.

Develop a schedule for the volunteers so that you have sufficient support throughout the day. Keep in mind peak hours will need more volunteers than the early and later hours of the event. Communicate the schedule to all the volunteers two weeks prior to the clothing drive so there is time for rescheduling if needed.

Suggested tasks for volunteers include:



Make and distribute flyers/signs for promoting the event



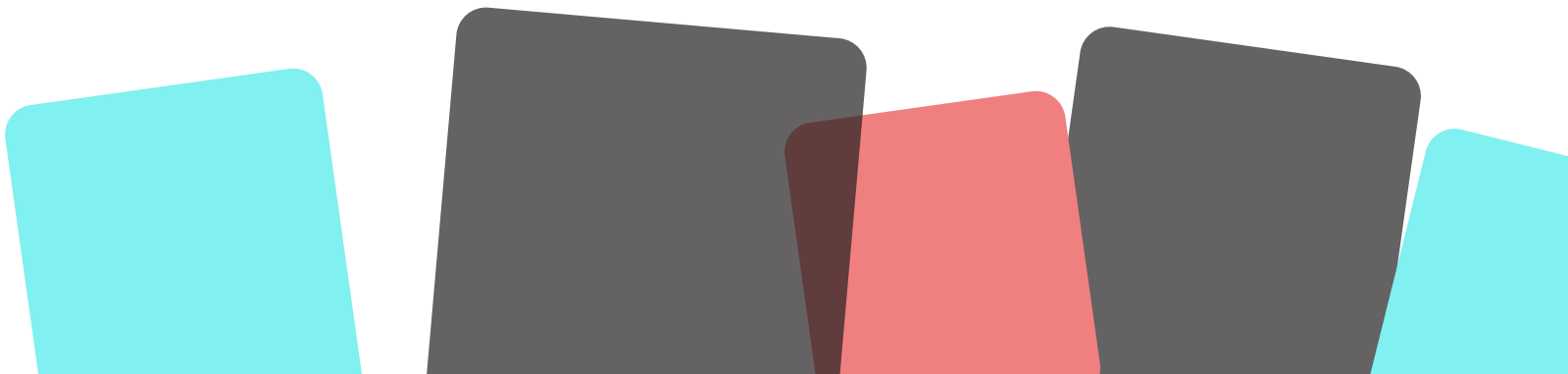
Staff the event (including set up and take down)



Promote the event through their contacts and local community organizations



Follow-up communication, including the results of the drive and thanking the supporters



TIPS FOR GETTING PUBLICITY

1) MAKE A FLYER

Be creative but also provide key information. Include:

- Suggested items for contribution
- Date, time and location of the event
- Brief information on the organization that will receive the proceeds from the clothing drive
- Download a sample flyer by clicking [here](#)

2) DISTRIBUTE THE FLYER AND POSTER

Consider the same sources used for recruiting volunteers (schools, faith based organizations, community centers) and public places frequented by people including grocery stores, coffee shops, libraries, etc.

Ask permission to display flyers, posters or postcards at coffee shops, libraries, malls and local businesses. Invite local businesses to participate with you.

3) WORD OF MOUTH

- Spread the word to your friends, family, neighbors, and co-workers. Talk to them in person or use e-mail or social media (e.g., Facebook, Twitter) to get the word out. Ask them to spread the word as well.
- Create an event on Facebook and invite your family and friends. Ask others on the planning committee to invite their friends and family too.
- Approach everyone with a friendly, positive attitude. Explain that it will be a fun event focused on a great cause. Use message boards – both online and the old-fashioned way.
- Ask local community members to promote the clothing drive through their local church, community group, etc. People are most likely to do this if they're motivated by the organization that will benefit from the donations.
- Invite a local celebrity – your city councilor, the mayor or a radio show host.

TIPS FOR GETTING PUBLICITY

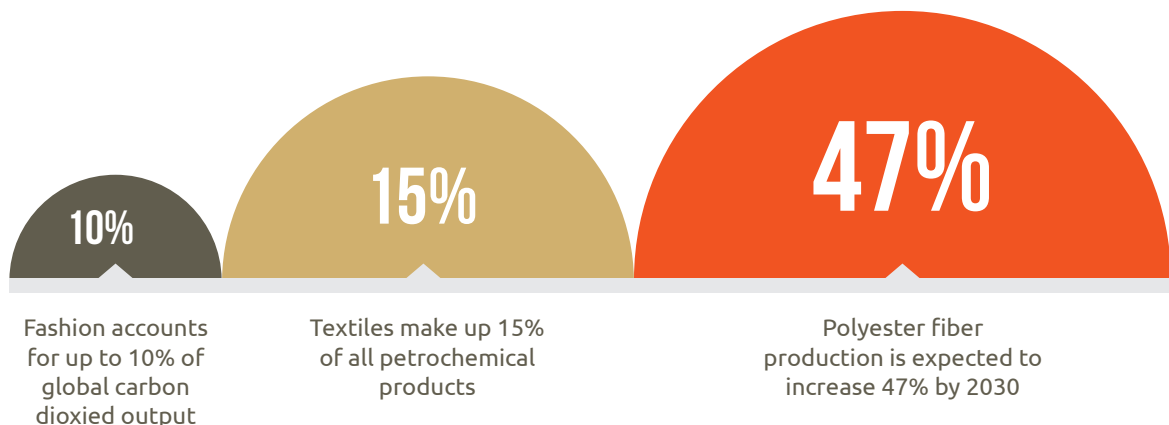
4) GET MEDIA ATTENTION

Use your local newspapers, magazines, community guides, websites, radio stations, and television and cable access channels to help spread the word about your clothing drive to expand your audience. The local press often welcomes information about community events. And many radio and TV stations and news outlets offer online forms to simplify event promotion. Also try to get the details in school and faith based bulletins.

Ask some volunteers to develop a list of local editors and reporters (names, phone numbers and e-mail addresses). Most newspapers and radio and television stations will list newsroom contact information on their websites. The reporters most interested in your announcement will be community editors.

E-mail basic details of the event, using plain text without any fancy graphics. Put the event's date in the subject line. The e-mail should include:

- Name of event (_____ Clothing Drive)
- Complete date and time of the clothing drive
- What organization is being supported, and how much clothing you are hoping to collect
- Any special guests or events
- Your contact information (for further questions and possible volunteers)
- Send your announcements at least two weeks before the clothing drive day. Follow up with reporters several days after the event to announce the results of the drive, the approximate number of donors and volunteers and where the proceeds of the clothing drive will go. Send this information to the same media list.
- The best time to send media announcements are Tuesdays, Wednesdays and Thursdays.



**“ WE LIVE IN A DISPOSABLE
SOCIETY. IT’S EASIER TO THROW
THINGS OUT THAN TO FIX THEM.
WE EVEN GIVE IT A NAME — WE
CALL IT RECYCLING.**

— Neil LaBute, American playwright



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