



HOST A GOODWILL DONATION DRIVE

COMMUNICATION & EVENT TIPS

COMMUNICATION TIPS FOR SUCCESS

Advertise your event!

- **Use the flyer** to distribute or post at your school and school-related events (open houses, concerts, plays) 2-4 weeks prior to the drive.
- **Create a Facebook event** to advertise to your community in advance and request in your Facebook posts that parents and students share it. Tag @goodwillwa in your posts and we will share it too!
- **Post your event on other social media platforms** such as Twitter, Instagram and don't forget Snap Chat (the #1 app for kids).
- **Use the school communications** to rally those in your organization. Do this with frequency.

WRITING SAMPLES FOR YOUR USE

We're hosting a donation drive to raise funds for [School / Group's Name]

We've teamed up with Goodwill to raise funds for [School / Group's Name]

Goodwill has a special fundraising program just for schools. The money we raise will support [School / Group's Name].

Goodwill accepts gently used clothing, shoes, accessories, household linens, toys, games, puzzles and plush, plus books, movies and music at their drives.

Donated goods are sold in 37 area Goodwill stores and online with more than 91% of revenue earned going back into the mission to provide job training and placement services to those with barriers to employment.

You get to declutter and we get to raise much needed funds - it's a win-win! So, clean out your basements, organize your garages, and straighten your closets. It's time to bring your treasures to the donation drive at [Give the location, date, time range here].

DAY OF EVENT TIPS

- Collect donations in a central location prior to Goodwill coming to pick them up.
- Goodwill staff will be on-site for 1 hour to help load up the truck after the items have been collected.
- **GOODWILL PARKING REQUIREMENTS:** enough space to park our 27 ft. truck and trailer (3-4 parking stalls).
- **VOLUNTEERS:** We will need your group to provide volunteers to help load the Goodwill truck with your collected donations.