



# HOST A GOODWILL DONATION DRIVE

## COMMUNICATION & EVENT TIPS

### COMMUNICATION TIPS FOR SUCCESS

Below are some ideas that work to get the word out and motivate your group to donate:

- **Use the flyer** to distribute or post at your organization events (open houses, concerts, plays) 2-4 weeks prior to Goodwill coming on-site.
- **Create a Facebook event** to advertise to your community in advance. Request in your Facebook posts that parents and students share it. Tag #goodwillwa in your posts so we can re-post to the Goodwill page.
- **Share your event on Twitter**
- **Use the organization communications** to rally those in your organization. Do this with frequency.

### WRITING SAMPLES FOR YOUR USE

#### ***Let's Raise Money for [Group's Name] - By Giving Up Items We Really Don't Need Anymore***

*Goodwill normally does not pay for donations, but they have a special program for schools/organizations. The money will support our [fill in the blank].*

*You can bring most everything to the donation drive, provided it is not bigger than an end table. You can find a full list of items we accept at [www.goodwillwa.org/donate/store-guidelines/](http://www.goodwillwa.org/donate/store-guidelines/)*

*Donated goods are sold in 34 area Goodwill stores and online with more than 92% of revenue earned going back into the mission to provide job training and placement services to those with barriers to employment.*

*So, clean up 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.
- **GOODWILL REQUIRES PARKING:** We require 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.