



# **DONATION DRIVE INFORMATION**



Dear Volunteer Coordinator,

Thank you for organizing a donation drive. We rely on donations – clothing and household items to maintain the inventory in our 34 stores. Goodwill Keystone Area covers 22 counties in central and southeastern Pennsylvania.

The success of our Goodwill store is directly linked to the generous donations from the community. Your decision to coordinate a drive will have a lasting impression on many lives.

Goodwill is a non-profit organization. Sales from our stores help fund our mission to support individuals with disabilities and other barriers to independence in reaching their fullest potential as workers and as members of the broader community. Goodwill's philosophy is that work is a building block of community. Last year, we provided these meaningful services to more than 2,500 individuals.

Enclosed you will find the necessary materials to plan, promote, and celebrate a successful donation drive. I am available to help guide you and provide assistance. Please feel free to contact me if you have any questions or concerns along the way. I can be reached at 717-232-1831 ext 2029 or by e-mail at [lzelesko@yourgoodwill.org](mailto:lzelesko@yourgoodwill.org).

Thank you for spreading the goodwill!

Sincerely,  
Lori Zelesko  
Director of Special Events

1150 Goodwill Drive  
Harrisburg, PA 17101  
P: 717.232.1831  
F: 717.232.0115

310 N. Wyomissing Avenue  
Shillington, PA 19607  
P: 610.777.7875  
F: 610.777.0441

1048 North Plum Street  
Lancaster, PA 17601  
P: 717.394.0647  
F: 717.291.2367

91 S. Progress Avenue  
Pottsville, PA 17901  
P: 570.628.9090  
F: 570.628.9021

1250 Virginia Drive, Suite 130  
Fort Washington, PA 19034  
P: 215.653.7095  
F: 215.653.0974

# Plan

**Here are 8 easy steps to planning your event (we recommend that you allow 2-6 weeks for planning).**

1. Form a small group of people to coordinate the drive.
2. Decide on the period of time you will be holding the drive (suggested time is 2-3 weeks).
3. Register your drive with the Director of Special Events. It is important that Goodwill is aware of your plans to hold a drive so we can support you along the way. Goodwill will help you by providing PR for the event, promotional materials, and assist in coordinating the drop-off or pick up of the donations.
4. Choose a theme for your drive (ex: run the drive in connection with a holiday or special event).
5. Establish commitment from key players in your group or organization (Ex: management, administrators, teachers, etc.)
6. Set a goal for the amount of bags or pounds of goods you will collect. Suggest that each participant bring in 3 bags of clothing/goods.
7. Decide if additional promotional materials will be needed to successfully promote the drive and contact the Director of Special Events at Goodwill. The materials available for promotion include: brochures, posters, balloons.
8. Organize the delivery of the donations at the end of the drive. Goodwill Keystone Area has over 34 stores and donation centers throughout the 22 county regions to accept your donations. A complete listing of the locations and store hours is included in the packet.

# Promote

**Let people know what you are doing and how to get involved. Here are some suggestions:**

- Schedule a fun kick-off event.
- Display posters and information in key locations throughout the office (ex: copy room, break room ).
- Host a “Spread the Goodwill” information meeting. Take a few minutes in the morning or at the end of a meeting to explain how they can make a difference!
- Include an article about the drive in your company newsletter.
- Send a company wide e-mail.
- Include a flyer in employee paychecks.
- Set up a display or bulletin board in the office or break room to inform coworkers of the project. Use the enclosed flyers to compliment the display.
- Develop a collection system and create a drop-off location/ box in a central location (ex: lobby).

# Energize

**It is always important to make the event fun for everyone involved. Here are some ideas:**

- Encourage friendly competition between departments, classes, and offices.
- Challenge a rival company or school.
- Offer incentives or prizes (ex: stickers, dress-down days, pizza party).
- Organize a fashion show with the donated clothing.
- Assign a point value to different items and have an incentive for the person or team with the most points (ex: jeans – 10 points, shirts – 5 points, shoes – 8 points).

# Celebrate

**Celebrate the success and announce the results. Here are some simple ways to follow-up and say thank-you:**

- Give each of the donors a certificate of appreciation to acknowledge their participation (A sample is included in the packet and is available as a pdf).
- Send thank you cards, letters or e-mails to show your appreciation.
- Send a company wide e-mail to announce the overall results and acknowledge the participants.
- Include the results of the drive in a follow-up newsletter.
- Throw a party to celebrate the success of the drive.

Sample E-mails

Are your closets overflowing? Are you looking to make a difference in your community? If you said yes to either of these questions- we have the answer for you!

(Insert company name) is holding a donation drive to collect gently used clothing and household items for Goodwill Keystone Area. The drive will be held from (insert start date here) to (insert end date here).

Please contact me at (insert contact info here) for details.

.....

(Insert company name) is holding a donation drive to collect gently used clothing and household items for Goodwill Keystone Area. The drive will be held from (insert start date here) to (insert end date here).

The mission of Goodwill Keystone Area is to support persons with disabilities and other barriers to independence in achieving their fullest potential as workers and as members of the broader community. In support of the mission, Goodwill collects and sells donated items in 34 stores in 22 counties in central and southeastern Pennsylvania. Goodwill's philosophy is that work is a building block of community and that when people are given an opportunity to work, their self-esteem increases and other problems are minimized.

Please contact me at (insert contact info here) for details.

# Are your closets overflowing?

Would you like to make a difference in your community?

Donate your gently used clothing and household items to help Goodwill change the lives of thousands each year.



Our drive will be held from: \_\_\_\_\_ to \_\_\_\_\_

Drop off your donations in the: \_\_\_\_\_

The drive coordinator is: \_\_\_\_\_



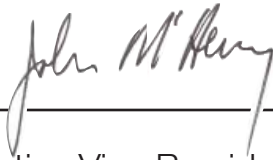
The mission of Goodwill is to support persons with disabilities and other barriers to independence in achieving their fullest potential as workers and as members of the broader community.

**Goodwill**   
Keystone Area

# Certificate of Appreciation

---

Thank you for your support of Goodwill Keystone Area



---

Executive Vice President of  
Marketing and Development



---

President and CEO

