

**You will be
running a
clothing drive
for Making
Changes
Association**



WHY Gather clothes for the Walk-In Closet and **My Best Friend's Closet?**

The women who access our programs face financial barriers. They are seeking employment, returning to school or engaging in volunteer opportunities. At no cost to our participants, **The Walk in Closet** program provides 90 minute individual consultations on professional attire in order to help them feel confident while starting a new phase in their life.

My Best Friend's Closet provides school and recreation appropriate clothing to girls from low-income households aged 12-18. It's the only one of its kind in Canada

Set-up is simple

All you have to do is choose an event date and pick a location – somewhere easy for people to drop off their goods. Think parking lot, meeting room, lunch room, lobby etc.

Currently we serve **2000 women/year** with a growing demand and a limited financial budget. Any contribution you make to our organization would have a major impact.

It's very easy Just follow this steps....

1 Plan
your
drive

2 Promote
Promote
Promote

3 Drive
day is
ON



Plan your drive

4-5 Weeks before the event

- ❑ Set collection **goals** for your drive.
- ❑ **Spread the word:** Post event details on your website, Facebook, in your newsletter, etc.
- ❑ **Assemble your dream team:** Form an event committee and line up Drive Day volunteers.
- ❑ Make sure everyone knows what's in and what's out regarding donations. (**See Donation Guidelines**)
- ❑ **Start pre-collection now.** The more you collect, the more participants we can dress. Track the progress of your event every step of the way.
- ❑ **Claim some space.** Secure a place to store your group's pre-collected goods—maybe a meeting room, storage room or lunch room

2

Promote, promote, promote

Keep collecting
1-4 weeks before your event

- ❑ Posters, posters everywhere. Think office bulletin boards, washrooms, staffrooms, lunch rooms, elevators and throughout your office building. **Check out our poster and flyer templates in this toolkit.**
- ❑ Give out bags. Attach collection bags to as many flyers as possible. The easier you can make it for people to donate, the better!
- ❑ Email. Then email again. Plan on sending 2-3 emails to members and supporters, including a reminder the day before the Drive date. Save-the-date and progress updates will keep your Donation Drive top-of-mind.
- ❑ Post it, Tweet it, Instagram it – Show everyone your team spirit and social awareness. Sample posts are included in the template section.

3 Drive day is ON

- ❑ **Take turns.** Schedule your volunteers in shifts to greet colleagues and unload cars.
- ❑ **Set up Making Changes Booth.** Set up the closet and the clothes to show your team do's and don'ts for donations.
- ❑ **Offer pick up service.** Send out volunteers to pick up donated goods from those who can't bring them in person.
- ❑ **Take Pictures.** Donation drives are a great team building activity. Share pictures on your companies' social media streams

Drive Day Supplies:

- Posters and markers for sign making
- Extra bags and boxes for loose items
- Banners, balloons and other awareness collateral for hand-out and décor

Tips and Tricks

- Work your network – tell family and friends about the drive.
- Recruit volunteers with cars to do event day pick-ups for those who can't drop-off goods.
- Create an event on Facebook.
- Have fun and enjoy.
- Be creative



Donation Guidelines

THE WALK-IN CLOSET

- ✓ Contemporary business suits & dresses
- ✓ Quality blazers, skirts & pants
- ✓ Stylish shirts, tops & cardigans
- ✓ Outerwear (coats/jackets), hats & gloves
- ✓ Shoes, boots, handbags & portfolios
- ✓ New undergarments, bras, trouser socks & pantyhose
- ✓ Accessories, jewelry, scarves & belts
- ✓ New skincare & cosmetics products

MY BEST FRIEND'S CLOSET

Urgently needed items:

- ✓ New or very gently used lace-up running shoes
- ✓ Winter coats
- ✓ Winter hats, gloves, scarves
- ✓ Brand-new underwear, bras, socks

We also gratefully accept:

- ✓ Jeans, leggings, shorts
- ✓ Athletic wear
- ✓ T-shirts, hoodies, cardigans, sweaters, tank tops
- ✓ Skirts, dresses
- ✓ Shoes, boots, sandals
- ✓ Backpacks, purses
- ✓ Jewellery, accessories
- ✓ Unopened toiletries: shampoo, body wash, deodorant,
- ✓ female sanitary products

Communication ToolKit

Flyer



Poster

Clothing Drive!

We are hosting a clothing drive in support of Making Changes Association.

Have you ever opened up your closet and thought you had nothing to wear?

Now imagine if that were really true. For women facing financial barriers, the **Walk-In Closet** is a place where they can go to receive professional clothing at no cost to them.

For teenage girls fitting in is a big part of the teen experience. Having stylish and functional clothes can give a girl the motivation to attend school and the confidence to connect with her peers. At **My Best Friend's Closet** we give a years worth of clothing to teen girls aged 12 to 18.

Clean your closet and give women the confidence they need to achieve their goals!



YOUR LOGO HERE





It takes 7 seconds to make a first impression

For our participants, these 7 seconds represent the barriers they face

The Walk-In closet provides business professional attire to women

My Best Friend's Closet provides ONE year worth of clothing to teen girls ages 12 to 18

[DATE]
CLOTHING DRIVE

[Event Description Heading]
[To replace any tip text with your own, just click it and start typing. To replace the photo or logo with your own, right-click it and then click Change Picture. To try out different looks for this flyer, on the Design tab, check out the Themes, Colors, and Fonts galleries.]



[COMPANY NAME]
[Street Address]
[City, ST ZIP Code]
[Telephone]
[Web Address]
[Dates and Times]
[Dates and Times]

Digital Media



Email Campaign

Send emails to your supporters, and community to gain momentum and interest in your drive. We recommend sending at least 3 emails prior to the event.

- **Save the Date** – Send 6-8 weeks before your event
- **Event Invitation** (with a call for volunteers) – Send 4-6 weeks before your event
- **Reminder** – Send a day or two before your event

Digital Media



Social Media Campaign

Try for a couple of social media posts in the weeks prior to your event.

A flurry of posts during Drive week also helps keep your event top-of-mind. Stick to this social schedule and you'll be in good shape:

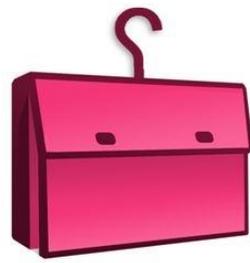
- **1 post (4 weeks out)**
- **1 post (3 weeks out)**
- **2 posts (2 weeks out)**
- **4 posts (1 week out)**

Encourage everyone in your group to share posts with their friends so that posts reach as many people as possible. For better traction, include photos that showcase your organization, or show drive activities in action, when possible. You might even want to shoot a cute video of your group asking people for donations...this is the type of content that goes viral!

Be sure to keep the momentum going by increasing the number of posts leading up to your event, and posting plenty on Drive day.

Have fun creating your own content that reflects your group's personality and includes the details about your Donation Drive!

About



**Making
Changes**
creating futures for women

Our Goal

Creating futures for women

Our Vision

Empowering women to make meaningful contributions to the community.

Our Core Values reinforce the reason why we exist which is simply to EMPOWER through:

Educational success

Meaningful work

Promoting change

Optimism

Women helping women

Ethical practices

Respect

Making Changes currently delivers three programs

- **The Walk-In Closet** The Walk-In Closet offers women with financial barriers a selection of new and gently used clothing from which to choose their new wardrobe, free of charge.
- **Employment and Life Skills Program** The Employment and Life Skills Program offers immigrant women an opportunity to increase their confidence, as well as to gain information about returning to work, changing jobs, foreign qualifications and going back to school.
- **My Best Friend's Closet** My Best Friend's Closet offers teenage girls (ages 12-18) from low-income homes with a broad selection of fashionable and functional clothing to meet their back to school and recreational needs

**THANK
YOU**

