



My Best friend's closet: Running a campaign

A complete guide for creating a campaign including templates, tips and tricks.

Creating an event

1. Pick a theme
2. Choose who you will ask for donations
 - *Family & Friends*
 - *Your sports team*
 - *Your co-workers*
3. Set up your goals
 - *10 coats/pairs of runners*
 - *50 coats/pairs of runners*
 - *200 coats/pairs of runners*
4. Schedule your event
5. Spread the word for your event
 - *Make a social media plan – See template*
6. Collect and track donations
 - *Track sheet template*
 - *Heart printouts*
7. Thank your supporters



Campaign Themes

- Warm Coats, Warm Hearts
- Happy Feet, Happy Heart
- Create your Own



- Once you choose your campaign theme email **Marcela** at: mbfc@makingchangesassociation.ca and ask for the **campaign package**.

Running a Campaign

1. Create your slogan
 - Example: Coats for a change
 - Example: Your old shoes may be someone else new shoes
2. Event Ideas
 - Coat/Shoe/other drive party (ie: Birthday party)
 - Open house
 - Coat/Shoe/other drive at your school
 - Coat/shoe/other drive at your office
3. Invitations
4. Social media post examples + Plan
5. Tracking your donations
6. Thank your donors



Invitation- Sample



MAKING CHANGES

Making Changes is a non-profit organization that empowers women and teen girls by opening doors to employment and education. I have been a volunteer at Making Changes for more than three years, helping dress women for success. In my time volunteering, I have noticed there is often a shortage of jackets and in support of that need, have decided to coordinate the first ever, Making Changes coat drive.

Please know that your generosity will truly warm someone's heart this winter.

From my heart to yours,

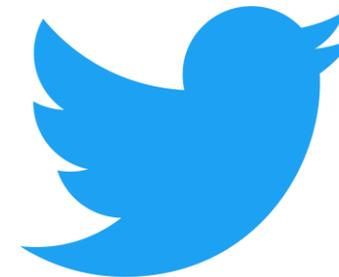
Lynda Phounsavath



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Social Media Plan-Example

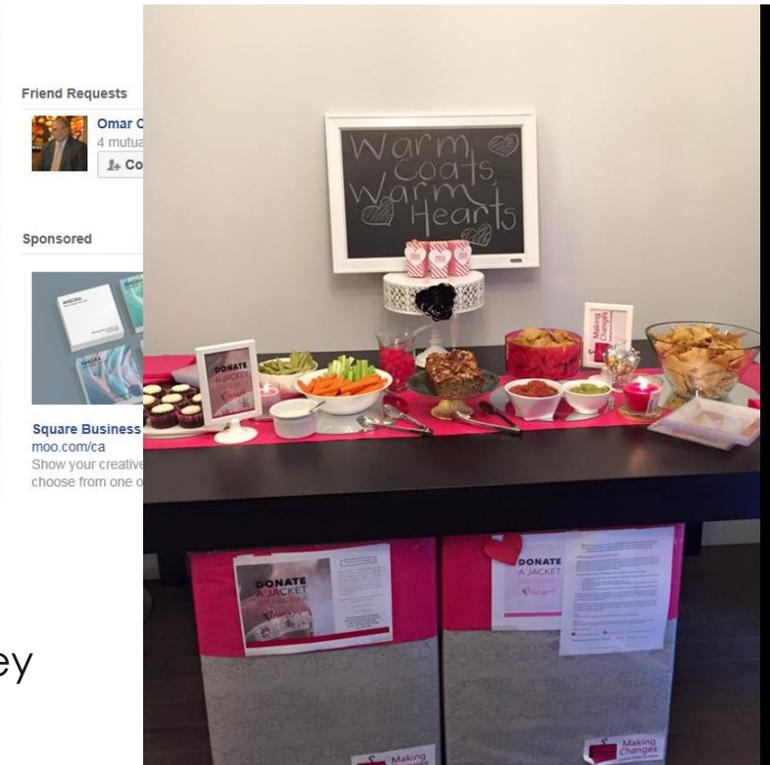
	Weekly Theme(s)	Daily Topic	Facebook Posts
August 1 - 5		Monday: Tuesday: Wednesday: Thursday: Friday:	
August 8 - 12		Monday: Tuesday: Wednesday: Thursday: Friday: Fashion Friday - outfit feature (photo)	
August 15 - 19		Monday: Tuesday: Wednesday: Thursday: Friday: Fashion Friday - outfit feature (photo)	
August 22 - 26			



Tips:

- You can schedule posts on facebook
- Show your friends your process
- Create a Facebook event or page
- Ask your friends to share your posts.

Social Media: Post Examples



Warm Coats, Warm Hearts friends & family event was a huge success. Thank you everyone for showing up all at once and sorry I had to kick you all out ... Love you all! — in 📍 Calgary, Alberta.

Tips:

- Take pictures of everything you do.
- Post pictures of your friends and family when they are giving you the donations.
- Have fun!

Friend Requests



Sponsored



Square Business Cards by MOO
moo.com/ca
Show your creative side. Choose from one of our design templates.

Like Comment Share



Friend Requests

See All



Omar Carrillo
4 mutual friends
Confirm Friend

Sponsored

Create Ad



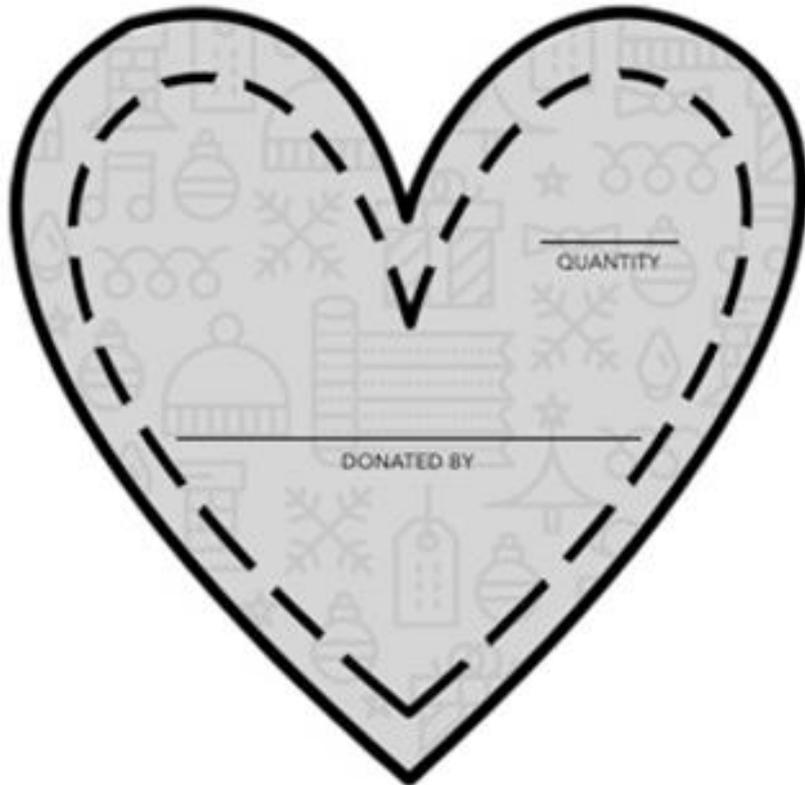
Square Business Cards by MOO
moo.com/ca
Show your creative side. Use your own designs or choose from one of our design templates.

Tracking your donations

Coat Donation - Tracksheet

Warm Coats, Warm Hearts Campaign

Name of Donator	Number of Co	Relationshi
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Thank you- Example



Warm Coats, Warm Hearts started off as an idea and became a reality.

Volunteering for Making Changes has been both an amazing and rewarding experience that I have had the privilege to be a part of.

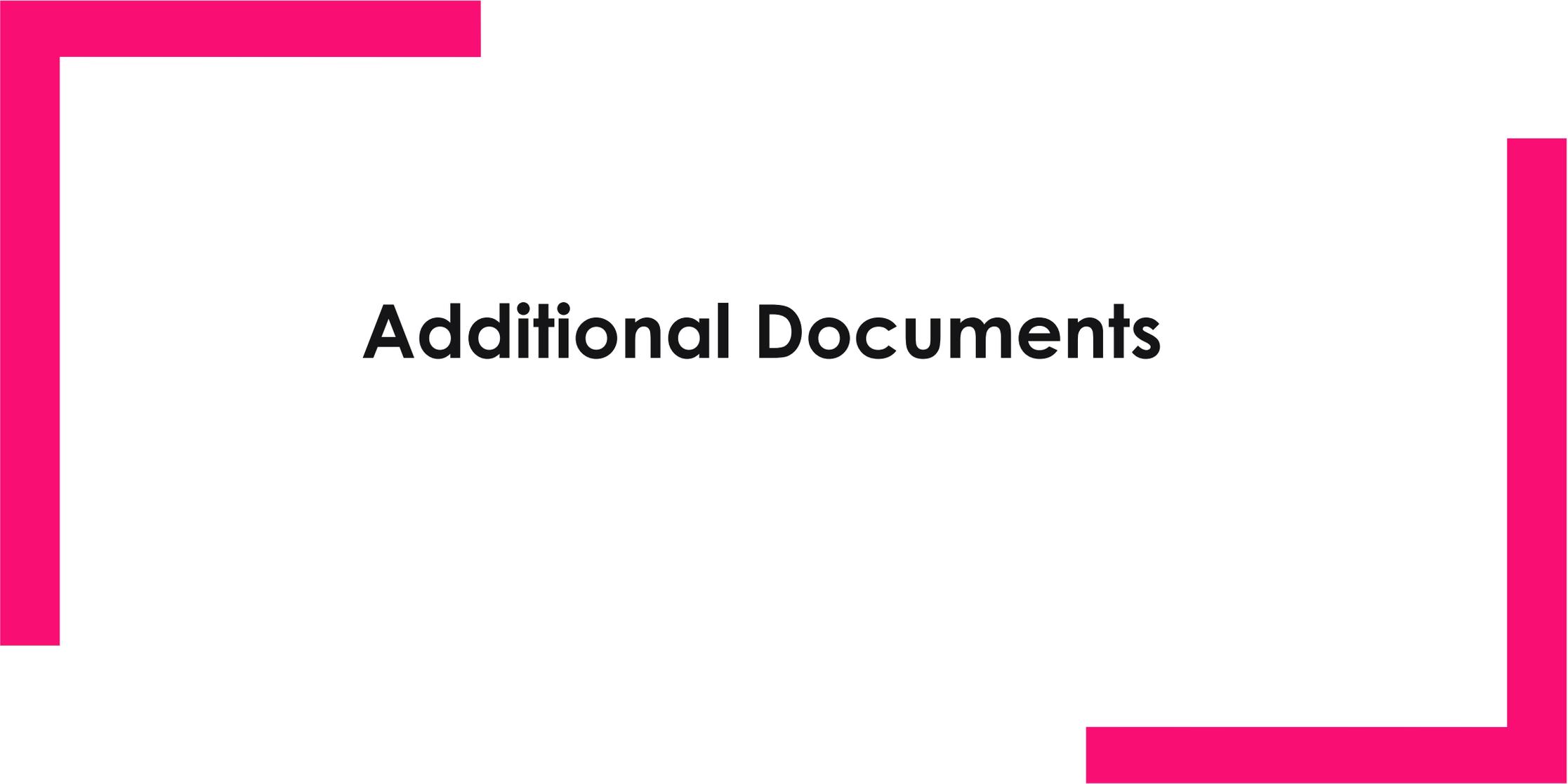
I have always been a great believer in doing small things with great love, however I couldn't have done it alone.

Thank you to all my friends, colleagues and family for the overwhelming generosity, kindness and love that doubled my goal with over 200 donations!

You truly have made many lives that much warmer during this holiday season.

From my heart to yours, Lynda Phounsavath



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Additional Documents

About Making Changes & My Best Friend's Closet

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

My Best Friend's Closet provides teenage girls from low-income homes (ages 12-18) with a broad selection of fashionable and functional clothing to meet their school and recreational needs.

Event Planning Guide & Checklist

- Name of the Event (What?)
- Date of the Event (When?)
- Time of the Event
- Location of the Event (Where?)
- Who are your guests?
- Who you will ask for donations?
- Goal
 - 10 items
 - 50 items
 - 100 items
 - 200 items
- Social Media event and posts
 - Create your Facebook event
 - Share your event constantly and invite your family and friends/co-workers
 - Share your event updates
- Invitations
- Make a list of people you want to send the invitation.
- Edit and customized the invitation file.
- Track your donations
 - Print enough tracking templates (Hearts or shoes)
- Thank your donors



Tips and Tricks

1. If you are not sure what to collect, just contact us and we will let you know what we are in need of the most.
2. My Best Friend's Closet is an all seasons closet so we need winter clothes year-round.
3. The beginning of a new season is a great time for a clothing drive since people are often cleaning out their closet at the time.
4. Your donation campaign could also be a "Buy one, give one" campaign where you encourage people to buy extra items to donate to us when they are shopping for themselves.
5. You can remind people that monetary donations are always accepted