

## Running a Clothing Drive: A Community Service Project

Clothing Drives are a great way to engage a community, school or workplace in a team-building, philanthropic project. Participation in such a Community Service Project is relatively easy, as many people can likely find at least one gently used clothing or bedding item that they would still be proud to use that they are willing to donate. Below are a few tips to assist you in coordinating a clothing drive:

- 1) People are constantly being asked to donate to various organizations. Ensure your group knows **why** and **how** their donation makes an impact on the community. This will increase their commitment to the clothing drive. The “New Circles – Who, What, When, Where, Why & How” Fact Sheet, is a great resource to send out to those you are collecting from.
- 2) Set-up a committee of volunteers from your group who will assist in coordinating the clothing drive. These volunteers are key in reminding fellow peers about the initiative!
- 3) Determine a designated place and dates for bringing donations. Ensure appropriate, labeled boxes are made available. We suggest providing people with a range of time (perhaps one week). In case someone forgets their donations, they will have the opportunity to bring them on another day.
- 4) Do remind your team! Posters, emails and announcements are great for introducing the drive, but also integral for reminding individuals of its pending completion in order to encourage last minute donations. If you need support developing marketing and communications materials specific to your organization, contact the Volunteer Coordinator at [volunteer@newcircles.ca](mailto:volunteer@newcircles.ca)
- 5) Make it fun and relevant! Can you come up with a catchy name for your drive? Perhaps, you can propose the drive as a friendly competition amongst different departments? Using the drive as a team building exercise not only produces more results, but it will certainly develop group morale!
- 6) Keep it tidy! Have your committee sort, package and store your donations daily. This will keep the work at the end of the drive to a minimum.
- 7) Share the results! Whatever your measure of success be, share the end product with the team (i.e. “We collected 25 pounds of clothing” or “We collected 384 winter coats”). Send this information out with a ‘Thank You’.
- 8) Visit us! Encourage the coordinating committee to visit New Circles. We can provide a tour of our site, which allows the group to see how the clothing drive will make an impact.
- 9) Contact us! Connect with the Volunteer Coordinator for support and ideas. As a key component to our values, we believe in community and collaboration – spreading the message of philanthropy is a part of who we are. We are enthusiastic to work with you to develop your own Community Service Project.