

Your Clothing and Shoe Drive Kit



Do you want to raise money for your organization effectively and easily?

This kit shows you how to hold a clothing drive.



**Alberta Community
Clothing Collection Ltd.**

**6150 44 St. SE
Calgary, Alberta
T2C 5K5**

albertacccc.ca

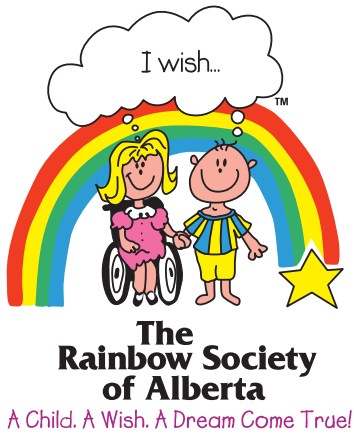
**Ph: (403) 278-7870
Fax: (403) 278-7871
info@albertacccc.ca**

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Please note that the Clothing Drive program is applicable only for household clothing collection. For recycling of corporate clothing, please send us an email inquiry at: info@albertaccc.ca

HOW IT WORKS

1. Fill in the Clothing and Shoe Drive Application.
(Form included in this kit on page 10)
2. Fax the completed form to 403-278-7871 or email to: info@albertaccc.ca
3. We will call you to discuss the arrangement for your event.
4. Advertise your clothing drive (Need Help? See samples attached on page 6-9).
5. Collect clothes and shoes.
6. We pick up on the scheduled date.
7. Receive your cheque within the same week.



Local organizations such as schools, sport clubs, children's charities receive much needed funding.

Affordable clothing for end user in developing nations.

WHO BENEFITS

Eco-friendly opportunity to recycle unwanted clothing and shoes.



Employment opportunities in Alberta



Just a few of our Clothing Drive Success Stories

School/Non – Profit	Total Collected	Dollars Received
Sir John Franklin Music Parents Associations	9,552	\$2,201.44
Bowcroft School PAC	6,920	\$1,548.00
Acadia Parent Advisory Society	2,908	\$471.96
Girl Guides of Canada	2,092	\$334.72
Cambrian Heights School Council	1,782	\$320.76

Testimonials

"As a Band Program, we do a lot of fundraising! In October 2014, we ran our first clothing and textiles collection with Alberta Community Clothing Collection - it won't be our last! This was one of the simplest fundraisers we have ever planned and executed. We asked our community to gather clothing and textiles for us and we were amazed at the volume we were able to collect. We are always looking for ways that the students can get involved in fundraising for their own program and trips and this initiative was a fast and easy way for them to do that. ACCC was flexible with us in terms of pick up date and time and they were easily able to answer all of our questions, helping us to feel confident in moving forward with this fundraising idea. This was a fundraiser with almost no overhead - just profit. We look forward to working with ACCC again."

Sir John Franklin School Music Parents Association, Calgary

"I am glad our Girl Guide group came across your company! We have many different fundraisers every year, and we were happy that this gave us a different opportunity than what we are used to. We appreciated your organization, and especially that you came to us to pick up the clothes - you even helped load them! Such a fantastic program: we get to clean out our closets and raise funds, and know that we had a part in helping others in need by donating."

Thanks again, Guider Tania " – Girl Guides at Calgary

"We are always looking for different fundraising ideas for our school. I had heard about having a clothing drive from a friend and decided to check out alberta community clothing collection. We set up to collect the clothing at the school for just over a week. The collecting process was easy. Families dropped clothes off at the school. We had a set scheduled pick up date, had some parent volunteers and the help of Alberta Community Clothing collection and we loaded up the truck and they were off within 20 minutes. Later that day, I received an email informing us how much money we raised based on how much the clothes weighed. They mailed out our cheque the next week. All in all, a very easy fundraiser that doesn't require a lot of effort and work."

I would recommend this for any fundraiser." - Cambrian Heights School

CLOTHING DRIVE CHECKLIST

- ☐ Assign a project leader: We will work with this person throughout the entire process.
- ☐ Choose volunteers for clothing drive support team.
- ☐ Select clothing drive date.
- ☐ Choose collection site: Collection area should be easy to access and be used exclusively as a drop zone for the duration of the drive.
- ☐ Promote! Promote! Promote!
 - Prepare flyers or poster informing of your upcoming clothing drive (See sample of a flyer or a poster on page 6).
 - Prepare e-letter (See sample of a letter on page 7).
 - Use social media (See our social media kit on page 8).
- ☐ “Last Minute Reminder”: The last couple of days before the end of the drive is very important; you need to send a reminder (See sample on page 9).
- ☐ Final phone call to confirm that you are ready for pick-up.
- ☐ Receive your cheque. 😊
- ☐ How you think we did? Email us your feedback at: info@albertaccc.ca
- ☐ Plan for your next clothing drive success.

IDEAS FOR PROMOTING YOUR CLOTHING DRIVE

More promotion = more collection

These ideas can kick-start your drive into high gear.

1. Post flyers in public areas

We've included a sample of a flyer with this kit on page 6. Make sure to include the event date, time and location in any promotional materials you post around town. Alternatively you can customize the template we have provided.

2. Contact your local newspaper

They may jump at the opportunity to run an eco-conscious story promoting a recycling drive, giving your event and your group great media exposure and attention. For one event, for example, the local newspaper ran pre- and post-drive information.

3. Use social media

Get the word out on Facebook and Twitter or your website or blog (see our social media kit on page 8). Write periodic status updates letting your friends and family know more about the event, its goal and how to participate. Create a Facebook Event page and invite people to join.

4. Volunteers

Have each volunteer contact people directly about the event. Volunteers are the lifeblood of a successful clothing drive.

5. Challenges and prizes

A good way to help guarantee results is to create competition between classes or divisions, see who brings in the largest volume of product. Get creative and get everyone motivated.

You can earn even more \$\$\$ by referring other organizations to our clothing collection program. With every clothing drive you do, you have the opportunity to make bonus \$\$\$ for accumulated clothing drive totals.

(INSERT YOUR SCHOOL / ORGANIZATION LOGO)

CLOTHING AND SHOE DRIVE

Collection Days: March 23rd – April 03rd, 2015

Help the school raise funds by donating the following items:

- Re-wearable household clothing and shoes
- Paired Shoes
- Belts
- Purses
- Towels
- Linens

We CANNOT accept:

- Corporate clothing
- Fabric rolls /scrap pieces
- Fabric sample books
- Oiled rags

All items must be in:
Plastic Bags
Clean Wearable Condition

Any questions? Call (Project leader) @ 123-456-789

SAMPLE OF CLOTHING DRIVE LETTER

(Your organization letterhead)

Great Fundraising Opportunity For (your organization name)!

**Participate in our 2015 Spring Clothing Drive
March 23 – April 03, 2015**

Finally a fund raising program that doesn't hit you in the pocket book!

Wanted used or new clean clothes, paired shoes, belts, purses, towels, and linens! We need you to package them up and bring them to (the appointed drop off location). Please bring the clothes in plastic bags, any size bag will do!

This fund raising program pays us based on the total weight that is collected over the duration of the clothing drive.

There is absolutely no cost to (your organization name) for hosting the clothing drive. The proceeds from the clothing drive go directly to (your organization's programs) which are in constant need of funds.

Please remember to bring your unwanted textile items to the (the appointed drop off location). All clothing should be clean and placed inside a plastic bag.

The clothing drive is only for a limited time, so make your donation count, the earlier you bring the items in, the less chance there is you may forget to donate.

Tell friends and family about the clothing drive. The more people that donate the more money (your organization) generates!

*** Don't forget to bring your donations by (time) on (date)**

Sincerely,

(Your organization name)

MEDIA KIT

Sample of Page Event at Facebook

 **Your Organization**
Just now

Clear out your Closets and Help Raise Funds !!!



(INSERT YOUR SCHOOL / ORGANIZATION LOGO)

CLOTHING AND SHOE DRIVE

Collection Days: March 23rd – April 03rd, 2015

Help the school raise funds by donating the following items:

- All Clothing	- Paired Shoes
- Belts	- Purses
- Towels	- Linens

All items must be in:
Plastic Bags
Clean Wearable Condition

Like · Comment

 **Your Organization** updated the event photo.
Just now

We are excited to announce our Annual Clothing Drive 2015. We will be accepting clothing and shoe donations!

We invite everyone to contribute to our cause with their generous donations



Like · Comment

Sample of Twitter feed

 **Your Organization** @ Your Organization
Clear out your Closets and Help the School Raise Funds !!! #Fundraising #Success

(INSERT YOUR SCHOOL / ORGANIZATION LOGO)

CLOTHING AND SHOE DRIVE

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Any questions? Call (Project leader) @ 123-456-789

11:21 AM - 31 Dec 2014 · Details

(INSERT YOUR SCHOOL / ORGANIZATION LOGO)

CLOTHING DRIVE

DON'T FORGET TO DONATE

**FINAL OPPORTUNITY
TO DONATE IS**

(Date Time)

**PLEASE DROP OF CLOTHES
AT (Collection Location)**

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CLOTHING AND SHOE DRIVE APPLICATION FORM

Organization: _____

Address: _____

Contact name: _____

Phone #: _____ Cell#: _____

Email: _____

Pickup Date (Day, MMM DD YYYY): _____ , _____ Time: _____ AM/PM

Pick-Up Location: _____

Cheque Payable to: _____

Cheque send to: _____

Other Notes: _____
