

Connecting Albertans with Disabilities
to Meaningful Employment.



BUSINESS,
ORGANIZATIONS,
SCHOOLS, COMMUNITY
GROUPS &
CORPORATIONS

Donation Drive Toolkit
In Support of Goodwill Industries of Alberta

goodwill.ab.ca

Partner With Goodwill

Why Goodwill?

When you donate to Goodwill, you help create meaningful employment for Albertans with disabilities. Your donations will be sent to our retail stores, where they will be processed, priced and sold. The revenues from our stores stay in your community and go towards employment programs for Albertans with disabilities.

Hosting a donation drive is a great way for a group of community-minded people to clear out unwanted items, while enabling the creation of more jobs in the community. It is also a great way to protect the environment by supporting the reuse of goods by diverting them from the landfill.

We look forward to working with you to ensure you maximize the potential for your event and are successful in achieving your donation goals!

What is a Donation Drive?

A donation drive is an event that provides groups or companies with a mutually beneficial way to inspire teamwork while giving back to the community.

Contributing to Goodwill provides corporations with an opportunity to make a sustainable environmental impact in their community, which will benefit and inspire employees, customers and stakeholders.

Goodwill provides all the necessary support needed to collect unwanted items at a convenient location.

WE PROVIDE

- Customized posters.
- Donation bins.
- Goodwill truck.
- On-site Brand Ambassador

YOUR TEAM PROVIDES

- Location.
- Volunteers.

SOCIAL MEDIA TIP!

Do you know your city's hashtag? Use **#yyc** if you live in Calgary, **#yeg** if you live in Edmonton or **#ShPk** if you live in Sherwood Park!

Timetable

Checklist for a Successful Donation Drive

3-4 WEEKS PRE-EVENT

- Pick a date!
- Fill out your application (attached to this document).
- Put together a team of volunteers.
- Contact us!
Edmonton: droxburgh@goodwill.ab.ca or call 780.944.1414. 81043. Calgary: jrobinson@goodwill.ab.ca or call 403.282.9518 ext. 86554.

2 WEEKS PRE-EVENT

ORGANIZE SITE & EQUIPMENT

- Choose a location that will be accessible, have high foot-traffic and space for donation bins. If the event is outside, be sure there is a place for the truck to park.
- Table & chairs for volunteers if they are stationed all day.

ADVERTISE & PROMOTE

- Distribute posters (samples included in this package).
- Advertise on your business/organization's website, electronic newsletter, and intranet.
- Send out reminders through email.
- Have your social media specialist promote your donation drive online.
- Create a contest or challenge.

VOLUNTEER TIP!

Please have a volunteer to count the donors. At the event of the event, we need a total number of **donors**, not donations, counted.

Timetable

Checklist for a Successful Donation Drive

1 WEEK PRE-EVENT

- Keep promoting and send reminders!
- Encourage participants to pre-collect and prepare items at home.
- Connect with volunteers and review their roles.
- Confirm donation bin drop off location.

VOLUNTEER ROLES

- Volunteers to manage promotions and advertising.
- Volunteers to man the drive.
- Volunteers to count donors.
- Volunteers to help set up and clean up post-event.
- Volunteers to take donations to Goodwill, if a Goodwill truck was not requested/available.

SOCIAL MEDIA TIPS!

PROMOTE YOUR EVENT!

Does your company/business/organization/community group/school have a Facebook page? Create an event and share with your coworkers, friends and neighbouring businesses.

Be sure to “like” us on Facebook, tag us in your posts and we’ll be happy to share your message!

SHARE YOUR PHOTOS!

Share and tag us in your photos on Twitter @goodwillab and Instagram @goodwill_ab!

Timetable

Checklist for a Successful Donation Drive

DURING THE EVENT

- Donation location is set up, including bins and a Goodwill truck.
- Continue to promote the donation drive via social media. Are you following us on Twitter, Instagram, and Facebook? We'll help keep the momentum going with our followers.
- HAVE FUN!!!!!!

AFTER THE EVENT

- Clean up the donation site.
- Load any extra bags into your vehicles and bring to your nearest Goodwill. When you arrive at one of our donation centres, our staff will be able to unload. (Unless the Goodwill truck on-site is able to fit all your collected items.)
- Tell us your success stories so we can share it!
- Thank everyone for participating.



SOCIAL MEDIA TIP!

As you plan your donation drive, be sure to encourage others to find their 'why' - that is, their own unique reason for taking part.

You can join the conversation online by using [#FINDYOURWHY](#) to share stories, videos and images of your items and the reason for donating them.

Donation Guidelines

Donating Do's and Don'ts.

All donated items from the Donation Drive must be in good, clean, sellable condition.

We do not repair, refinish or reupholster. Goodwill has developed a Smart Donating Guide to outline what we can and cannot accept.

WE CAN ACCEPT:

- Books, movies and music
- Clothing, accessories, jewelery, shoes of all kinds — men's, women's and children's
- Home décor and accessories
- Household goods
- LED & LCD TV's, stereos & other small electronics
- Linens
- Most sporting equipment
- Small countertop appliances
- Small tools
- Toys and games

WE CANNOT ACCEPT:

- Building supplies
- Car parts
- Chemicals
- Children's items such as cribs, playpens, car seats, swing sets or walkers; due to Health Canada regulations these items cannot be re-sold in our stores
- Console or tube TV's
- Firearms and ammunition
- Gas or propane-powered tools, machinery or equipment
- Mattresses, bedframes, pillows and duvets
- Pianos
- Upholstered furniture, or furniture that is soiled or damaged
- Window blinds
- Wet or soiled clothing

Donation Locations

EDMONTON & AREA

DUGGAN

3901-106 St. NW
780.944.2733

EDWARDS

375-91 St. NW
780.450.1597

LYMBURN CENTRE

7552-178 St.
780.487.0478

MANNING

600 Manning Crossing
780.944.1041

MEADOWS

3824 - 17 St. NW
780.440.9572

OXFORD PARK

15162 - 127 St. NW
780.440.9572

RIVERBEND

530 Riverbend Sq,
Terwillegar Dr. NW
780.244.2665

SHERWOOD PARK

130 Athabasca Drive.
780.464.3854

SOUTHPARK

180 - 3803 Calgary Trail
NW
780.464.3854

SPRUCE GROVE

98 McLeod Ave.
780.960.4061

ST. ALBERT

2530, Tudor Glen
Market 780.458.5960

WESTVIEW

18715 Stony Plain Rd.
NW
780.944.0062

WHYTE AVENUE

10110 - 82 Ave. NW
780.437.7156

CALGARY & AREA

BEACON HEIGHTS

710 - 12024 Sarcee Trail
NW
403.879.9661

BOW TRAIL

3825 Bow Trail SW
403.455.3980

CHINOOK

5707B Macleod Trail SW
403.252.1514

DEER VALLEY

1140-137 Ave. SE
403.271.5825

PLAZA MACLEOD TRAIL

9655 Maceleod Trail SW
403.225.2258

TRANSCANADA

1440 - 52 St. NE
403.235.6445

VARSITY

4625 Varsity Dr.
NW 403.235.6445

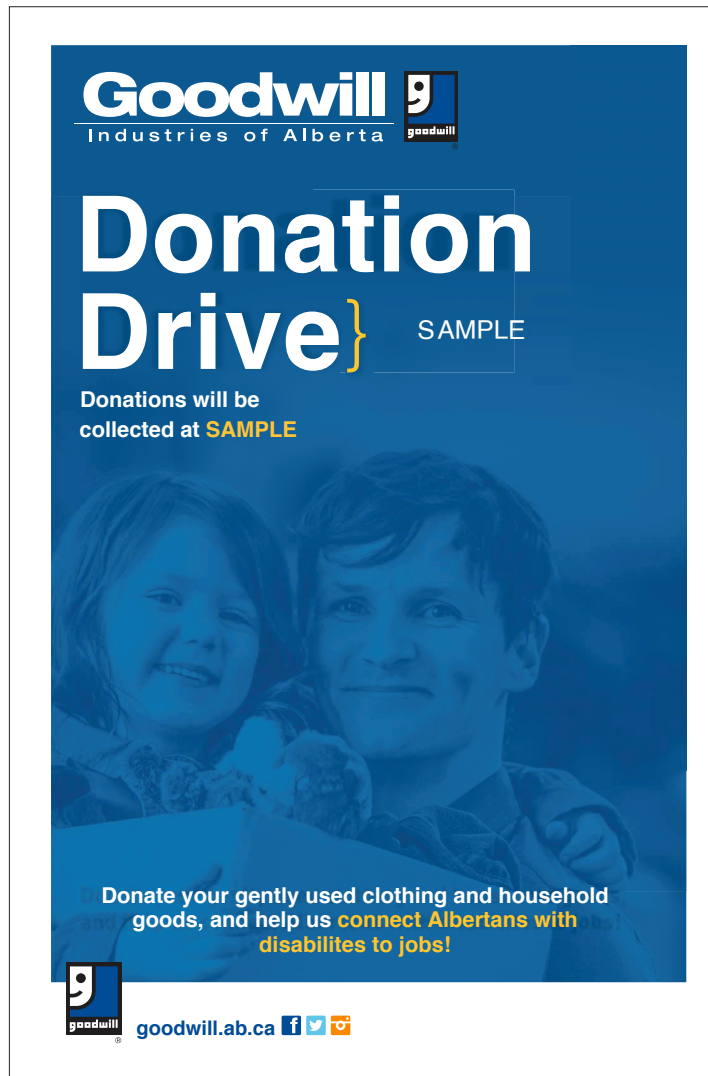
GRANDE PRAIRIE

GATEWAY POWER CENTRE

10940-100 AVE.
780.402.6398

Promotional Materials

CUSTOM POSTERS:



SOCIAL MEDIA & WEBSITE PROMOTIONS:

Custom posts on our website with your event information as well as social media promotions.

<p>Date Here</p>	<p>Your Donation Drive</p> <p>City:</p> <p>Event Address:</p> <p>Information about your donation drive</p>	
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Donation Drive Application

School, Business, Organization
or Community:

We are a (please check)

Business/Organization: School: Community Group:

Event Location Address or Bin
Drop-off Location:

Primary Contact:

Phone Numbers:

Main: _____ Cell: _____

Email Address:

Date(s) of Drive (Please supply a
back-up date):

Start Date: _____ End Date: _____
Start Time: _____ End Time: _____

Start Date: _____ End Date: _____
Start Time: _____ End Time: _____

Number of Bins Requested?

Indoor or Outdoor Event:

Indoor: Outdoor:

Posters Required:

Yes: Quantity: _____ No:

Social Media Accounts:

Twitter: _____ Instagram: _____

Facebook: _____

Are you hosting any other Thrift/
Donation Organizations On-site?

Yes: No:

If yes, please provide details of your
event*

Requests:
Additional Information/Special
Notes & Instructions:

For Internal Use Only: