

# 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.**



**TRANS-CONTINENTAL**

TEXTILE RECYCLING LTD

Email: [info@transtextile.com](mailto:info@transtextile.com)

Website: [transtextile.com](http://transtextile.com)

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B.C. Canada V3W 1P4**

**Ph: (604) 592-2845**

**Fax: (604) 592-2846**

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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@transtextile.com](mailto:info@transtextile.com)

## 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 604-592-2846 or email to: [info@transtextile.com](mailto:info@transtextile.com)
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 British Columbia



## Just a few of our Clothing Drive Success Stories

School/Non – Profit	Total lbs. Collected	Dollars Received
Killmer Elementary	4,106	\$903.32
Harold Bishop Elementary	4,739	\$1,042.58
Simon Cunningham Elementary	4,768	\$1,048.96
Boston Bar Elementary/Secondary	4,250	\$934.00
Girls U 14 Thunder	4,137	\$910.14
ANCOP International	3,972	\$873.84

*“The clothing drive was simple and quick it did not cost anyone anything, so no sales pitch was needed. We just asked people to clean their closet, and told them it was for a good cause and the rest took care of itself. A win for everyone involved!”*

**Felicia – Team Romania**

*“This was our first fundraiser it was wonderful. Clear, concise information and helpful staff made this an easy and profitable event to have. We will certainly do this again next year.”*

**Loretta Scott, Head Secretary  
Lord Tweedsmuir Secondary**

*“This was, by far, the easiest fundraiser we have ever done! Our inner city school raised \$1100.00 with very little volunteer effort. Nothing to sell, nothing to buy resulted in great support from our families! We will be doing this fundraiser, fall and spring, from now on. Thank you!!”*

**Simon Cunningham Elementary PAC**

*“It was so easy, all we required was the space for the clothes. We just sent out the flyers and hey took care of the rest!”*

**Heather – Sunnyside Elementary**

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## 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@transtextile.com](mailto:info@transtextile.com)
- Plan for your next clothing drive success.

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# 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 23<sup>rd</sup> – April 03<sup>rd</sup>, 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**

Collection Days: March 23<sup>rd</sup> – April 03<sup>rd</sup>, 2015

Help the school raise funds by donating the following items:

- All Clothing
- Paired Shoes
- Belts
- Purses
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Plastic Bags  
Clean Wearable Condition

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

11:21 AM - 31 Dec 2014 · Details

SAMPLE OF LAST REMINDER

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(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: \_\_\_\_\_

\_\_\_\_\_

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