

# Host a Goodwill Donation Drive!

Donation drives are a simple yet effective way to give back to you community.

When you collect donations for Goodwill, you directly support individuals in our community. Your donations help generate funds for Goodwill Industries-Knoxville, Inc.'s mission to provide vocational services and employment opportunities for people with barriers to employment.

We created this kit as a guide for hosting the perfect donation drive. We can offer a range of assistance in helping you organize your event, including providing donation bins, marketing materials, publicity and donation pickup.

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

**The mission of Goodwill Industries-Knoxville  
is to provide vocational services and  
employment opportunities for people  
with barriers to employment.**

[www.gwiktn.org](http://www.gwiktn.org)  
865.588.8567



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# About Goodwill

Goodwill Industries-International was founded in 1902 by Edgar J. Helms, a Methodist minister in Boston, Massachusetts. In Boston, Helms sought ways to assist residents in the city's impoverished South End. Helms collected used household goods and clothing in wealthier areas of the city and then hired and trained the poor and immigrants to repair the used goods. These donations were resold or given to the people who repaired them.

In the last hundred years, Goodwill's mission has grown into an international movement, improving the quality of life for disabled and disadvantaged individuals around the world.



Goodwill Industries-Knoxville, Inc. was founded in 1971 to serve our local population. Since that time, the staff has expanded from six or seven to more than 450, while the number of individuals that Goodwill serves has grown from roughly 75 to nearly 5,000 in 2014. We now host 30 retail stores in our 15 county service area.

Our mission is to provide vocational services and employment opportunities for people with barriers to employment. Our services range from providing vocational evaluations and work adjustment to providing driver's education or computer skills.

To find out more about our individual programs, visit [www.gwiktn.org](http://www.gwiktn.org).

Goodwill donation drives are excellent community service projects for schools, community organizations, corporations, or places of worship. It is a great way for a group of people to clear out their unwanted items while enabling the creation of more jobs in their community.

## How the Donation Drive Works

- 1. Pick a date and a location for your donation drive.** It can be a single-day event or a period of time – you decide what works best for you and/or your organization.
- 2. Contact us!** Fill out the application on Page 6 to get started, and keep in touch throughout the drive so we can help make your donation drive a success.
- 3. Advertise your donation drive.** We can help create fliers and media images to help spread the word.
- 4. We deliver donation bins** to your site for the scheduled event date(s) and pick them up when the drive is over.
- 5. Celebrate your accomplishments!** Within a few days, we'll send you a letter with a total number of donations. Announce your results and celebrate knowing that you just helped support people in our community train for and receive the jobs they want.

# Tips for Hosting a Successful Donation Drive

- If your event is single-day, start collecting items before the event.
- If your event is multi-day, schedule a fun kick-off and/or host a “Spread the Goodwill” informational meeting. (Need a Goodwill representative to speak to your organization? Let us know!)
- Post event details on Facebook, Twitter, blogs and your organization’s website. (Make sure to send us these links! We’ll help share!)
- Organize a competition to motivate students or group members to collect donations.
- Set goals and keep people updated on the progress. Take pictures of the growing pile or share the rising count of donations on social media.
- Reach out to other organizations that may be willing to help donate items.
- On the day of and weekends leading up to the event, visit local garage sales and ask neighbors to bring un-sold items to the drive, or offer to pick them up.
- Volunteer to help family and friends clean out their garages, attics or closets and deliver items to the drive.
- Request donations from employers or co-workers.
- Organize a pickup for items from those who cannot bring them to you drive (eg: senior centers, local business, etc.)
- Collect unclaimed items from lost and found or laundromats in your community.
- Contact realtors who may have clients that moved and left sellable items behind.
- Hang posters and pass out flyers around your event location and at businesses throughout the community.
- If you’re collecting in an office setting, include a flyer or the donation drive in employee paychecks.
- Include the donation drive in newsletters and e-blasts.
- Call local radio stations and request a shout-out.
- Send a press release to local media to let them know about your event. (We may be able to help you with this!)

# Donation Drive Guidelines

Contact Goodwill staff at least two weeks in advance of planned donation drive. You are responsible for obtaining permission to set up donation bins and post fliers.

Any use of the Goodwill logo must be approved in advance of printing or publication by the Goodwill Marketing Coordinator. The Marketing Staff may be able to help create promotional materials for your donation drive. E-mail [marketing@gwiktn.org](mailto:marketing@gwiktn.org) for more information.

All donated items from the donation drive must be in good, clean, sellable condition. We do not repair, refinish or reupholster.

## What Can be Donated to Goodwill?

- Clothes of all sizes and styles
- Shoes
- Accessories
- Furniture
- Household items
- Kitchenware
- Books
- Toys
- Linens
- Computer-related electronics (working or not - we recycle)
- Antiques and collectables
- Giftware and knick knacks
- Artwork and frames
- CDs, DVDs, records and videos
- Musical instruments
- Sports equipment

## What cannot be donated?

- Broken or damaged goods
- Any product that does not meet current safety standards, including recalled items
- Mattresses or box springs
- Any items containing Freon (air conditioners, refrigerators), propane, gas or kerosene
- Paints or remodeling/building materials
- TVs larger than 27 inches
- Automotive products (tires or car parts)
- Baby items (cribs, cradles, car seats, strollers, baby gates, playpens, baby walker. Clothes okay.)

# Frequently Asked Questions

**What will you do with the donations?** When your donations are brought to Goodwill, they will be sorted and then sent to any of our 30 retail stores in East Tennessee. The revenue from the sale of these goods will support our mission to provide vocational training and employment services to people with barriers to employment in our community.

**What type of donations does Goodwill need the most?** Goodwill's needs change from month to month. However, it is important to remember to donate gently used items that are in good condition. They cannot be broken, damaged or soiled. See Page 4 for guidelines on what items you can and cannot donate.

**What if my donors want to give cash?** Cash donations are greatly appreciated, but cannot be accepted through donation drives. You can direct your cash supporters to our main office at 865.588.8567 for more information on how to give.

**Do I have to be a part of an organization to host a donation drive?** Nope! An individual can make a huge impact! Set your goals and go for it – we're happy to support your donation drive!

**Can we visit Goodwill? Can Goodwill send a speaker to my group?** Yes! The Goodwill Team is more than willing to speak about the Goodwill mission and the impact of your support. Contact the Marketing Team for more information.

**Can we offer donation receipts at the donation drive?** At this time, the only way to obtain a donation receipt for tax deductions is by donating directly to a Goodwill employee. We cannot offer donation receipts at community-led donation drives.

**When is the best time to organize a donation drive and how long should it last?** You can organize a donation drive at any time that is convenient for you and/or your organization. People always have stuff that they want to clean out of their homes! The length of your donation drive is open for your organization to decide. Sometimes the drive occurs as a single-day event, and sometimes it can last up to a month. Week-long drives are typical.

**Should we set a donation goal for our donation drive?** You do not have to set a specific target for your donation drive but doing so can often be a useful tool to motivate people and generate interest amongst participants.

**Should we keep track of the amount of donation received during the donation drive?** When Goodwill collects your donations, we will record the total amount and will send you an official letter reporting your collection, so there is no need for you to keep a record while collecting. However, if you have a challenge or goal that your organization is working towards, you may want to monitor and report your collection anyway.

**More Questions? No Problem!**

Call 865.588.8567 to speak with our Marketing Team, or e-mail [marketing@gwiktn.org](mailto:marketing@gwiktn.org).

# Apply to Host a Goodwill Donation Drive!

**Organization Name:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Cell Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Secondary Contact:** \_\_\_\_\_

**Cell phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Event Name and Description:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Event Location:** \_\_\_\_\_

**Event Date(s):** \_\_\_\_\_ **Event Start Time:** \_\_\_\_\_ **Event End Time:** \_\_\_\_\_

**Number of bins requested:** \_\_\_\_\_

\_\_\_ I agree that all goods collected through my donation drive will be donated to Goodwill Industries-Knoxville, Inc. in support of their mission to provide vocational services and employment opportunities for people with barriers to employment.

\_\_\_ I acknowledge that I am fully responsible for obtaining permission to place bins, flyers and any other drive-related materials before hosting the donation drive.

\_\_\_ I acknowledge that any use of the Goodwill logo must be approved in advance of printing or publication by the Goodwill Marketing staff. I will submit any promotional materials that contain Goodwill's logos to [marketing@gwiktn.org](mailto:marketing@gwiktn.org) for approval before releasing the designs to the public.

**Primary Contact Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please e-mail completed application to [marketing@gwiktn.org](mailto:marketing@gwiktn.org) or fax to 865.588.0075.  
If you have any questions, please call 865.588.8567 or e-mail [marketing@gwiktn.org](mailto:marketing@gwiktn.org).