



## HOW TO HOST A CLOTHING DRIVE

### Guidelines & Tools

#### About Beverly Bootstraps

Beverly Bootstraps provides critical resources to families and individuals so they may achieve self-sufficiency. We offer emergency and long-term assistance including: access to food, housing stability, adult and youth education, counseling and advocacy. We are community funded and supported.

#### How your Clothing Drive Helps

By hosting a clothing drive to benefit Beverly Bootstraps, you will be helping supply the clothing needed to stock the shelves of the Thrift Shop. Not only does the Thrift Shop provide low cost clothing and housewares to those in need in our community, but it is also open to every member of our community to enjoy a good bargain. Beverly Bootstraps often gives Thrift Shop vouchers to our clients who are in dire need and has helped families displaced from fires or a change in their home lives get re-situated with everyday household needs. We depend completely on donations from the community to keep the Thrift Shop stocked. As the need within our community continues to grow, we need your continued donations to ensure we can continue to help. Profits from the Thrift Shop go directly to Beverly Bootstraps programs and services and allow us to operate our Food Assistance Program, Adult Education, Youth and Family Services and Client Support.

#### Statistics about Beverly Bootstraps Programs

Providing statistics about our programs will help your guests/participants learn more about Beverly Bootstraps and will motivate them to participate in your clothing drive.

To share these numbers, download our annual Fact Sheet here:  
<http://beverlybootstraps.org/AboutUs/History.php>

## Getting Started

Clothing drives are easy to organize and are a great way to pull a company, congregation, school groups, Girl Scouts, Boy Scouts or any group together to help make a difference in our community. As a clothing drive organizer, there are a few things you should think about as you get started with your clothing drive.

- 1) Get approval from your company, school or group leader to hold your clothing drive.
- 2) Choose a date or dates and a location for your clothing drive.
- 3) Remember to contact Beverly Bootstraps to let us know about your clothing drive.
- 4) Choose a high traffic area to place your clothing collection bins or boxes.  
*Signs to place on your collection boxes are included in this kit.*
- 5) Choose a theme for your clothing drive.  
*We have included a list of suggested themes in this kit.*
- 6) Advertise your event to benefit Beverly Bootstraps via email, flyers, announcements, social media and memos – whatever works for your group.  
*We have included a flyer and suggested language which you can use to help promote your clothing drive.*
- 7) Provide specifics on what types of donations are accepted.  
*We've included a list of what is and isn't accepted at the Thrift Shop.*
- 8) Set a deadline for collections and remind people when it's approaching. This will help motivate people to submit their donations.
- 9) Plan a drop-off time for the clothing you have collected. Get help from a colleague or friend to pack your car(s) with your donations and transport them to the Beverly Bootstraps Thrift Shop at 198 Rantoul Street.

Bring your donations to the Thrift Shop at 198 Rantoul Street, Beverly, MA 01915.

Donations are accepted Monday from 12:00pm – 6:30pm, Tuesday, Wednesday and Friday from 9:30am – 4:30pm, Thursday from 9:30am – 6:30pm, and Saturday from 9:30am – 3:30pm. We encourage you to call the Thrift Shop first at 978-921-4710, to let them know to expect your delivery.

## Clothing Drive FAQ

➤ **What's the best time of year to host a clothing drive?**

Anytime! Our clients need your help year round.

➤ **What kind of donations do you accept?**

We accept in-season, gently-used clothing free of stains and holes, etc. We also accept housewares, decorative items, jewelry, in-season accessories and gently-used furniture.

➤ **Can I just leave my donations outside the Thrift Shop at any time?**

No. Please do not leave donations outside. Please only bring donations during our regular donation hours.

➤ **What if I receive a financial donation during the drive?**

Great! Try to collect the name and mailing address of those donors so we can send them a tax receipt for their donation.

➤ **Will I receive an acknowledgement of my contribution?**

Yes! Please complete the donation form included in this kit and be sure to bring it in with your collections. We will then send you an acknowledgement letter.

## Clothing Drive Themes

Some fun themes for Clothing Drives are:

- **Specific Item Drive:** Pick one category of item that the Thrift Shop sells and do a specific drive, such as a jewelry drive, a footwear drive, a housewares drive, a decorative items drive, or an in-season accessory drive. Note in the Items Being Collected section of the poster provided in this kit, exactly what type of items you're collecting.
- **Party with a Purpose:** Looking for a reason to host a cocktail party? Consider hosting one to support Beverly Bootstraps. You invite the guests and provide food and cocktails of your choosing. Just let guests know that admission to the party is a bag of used clothes. Then call our office and we can provide you with materials about Beverly Bootstraps. You then collect the donations and bring them to the Thrift Shop.
- **Denim Days:** This is one of the easiest and most effective ways to hold a drive in a workplace. Employees can donate used clothes in exchange for dressing down for a day. Give every employee who participates a sticker so they can show their support. Place a

sign in the reception area announcing the Denim Day to alert clients and visitors as to why employees are dressed down.

- **Ice Cream Social:** Employees/students give used clothing for all the scrumptious ice cream and toppings their stomachs can hold.
- **Movie Night:** This is a great idea for schools or kids groups. Pick the latest big hit movie and come watch a movie for a good cause. Ask for a donation of used clothing to see the movie. (You could also sell popcorn for \$1 a bucket of popcorn and donate those funds as well).
- **Game Night/Lunch:** Host a game night or lunch party with your friends and/or co-workers. Whether it is Bunco, Euchre, Poker or your favorite board game, this is bound to be an evening of fun. The host provides refreshments (or do a potluck) and prizes, if you wish. Then each guest will bring a donation of a bag of used clothes as their entry fee to the party.
- **Washing for Wardrobes:** Have a car wash. Charge a bag of used clothes per car to be donated to the Thrift Shop.
- **Spring Cleaning:** Schedule your clothing drive for early spring when most people are putting away the winter clothes and switching over to their spring/summer clothes. Encourage people to donate any of the spring clothes they find that no longer fit.
- **Winter Warmer:** Schedule your clothing drive for late fall and request warm sweaters, winter coats, hats, gloves, scarves, etc.
- **Boxers for Bootstraps:** Something that people often forget about but are necessary clothing items are socks and underwear. Ask people to donate **new unopened** packages of underwear and socks to your clothing drive.
- You can also call the Thrift Shop at 978-921-4710 to discuss more ideas.

## **Suggested Copy for Announcement/Promotion of Clothing Drive**

Our organization will be holding a clothing drive on [dates] to benefit Beverly Bootstraps. This is a great opportunity to make a difference in our community and I encourage you to join this effort to help those in need.

**Insert the details of your clothing drive here.**

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Thank you for your help!

Signed by: Company Executive, Organization Leader or Clothing Drive Coordinator

*Note: You can also download our Fact Sheet and include current statistical numbers about all of our programs and services.*