

Connecting Albertans with Disabilities  
to Meaningful Employment.



®

# BUSINESS, ORGANIZATIONS & CORPORATIONS

Donation Drive Toolkit  
In Support of Goodwill Industries of Alberta

[goodwill.ab.ca](http://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.

### 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: [bhawryluk@goodwill.ab.ca](mailto:bhawryluk@goodwill.ab.ca) or call 780.944.1414. 80801.  
Calgary: [sjames@goodwill.ab.ca](mailto:sjames@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 outside and the Goodwill truck has been requested, 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 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 your photos on Twitter and Instagram!

# Timetable

## Checklist for a Successful Donation Drive

### DURING THE EVENT

- Donation location is set up, including bins and/or 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 the 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 a Goodwill truck is onsite.)
- 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
- Windows blinds
- Wet or soiled clothing

# Donation Locations

## EDMONTON & AREA

**BEVERLY**  
11714-34 St. NW  
780.944.0059

**PALISADES**  
12800-137 Ave. NW  
780.944.0399

**WEST END**  
10004-169 St. NW  
780.944.0062

**DUGGAN**  
3901-106 St. NW  
780.944.2799

**PARKVIEW**  
9423-149 St. NW  
780.944.2503

**SHERWOOD PARK**  
130 Athabasca Drive.  
780.464.3854

**EDWARDS**  
375-91 St. NW  
780.450.1597

**STRATHCONA**  
7808 Gateway Blvd. NW  
780.437.7156

**SPRUCE GROVE**  
98 Macleod Ave.  
780.960.4061

**LYMBURN CENTRE**  
7552-178 St.  
780.487.0478

**SOUTHSIDE**  
8759-51 Ave. NW  
780.944.0243

**ST. ALBERT**  
2530, Tudor Glen Market  
780.458.5960

**MANNING**  
600 Manning Crossing  
780.944.1041

## CALGARY & AREA

**AIRDRIE**  
306, 800 Veterans Blvd.  
NW  
403.252.1514

**DEER VALLEY**  
1140-137 Ave. SE  
403.271.5825

**TRANS CANADA**  
1440-52 St. NE  
403.235.6445

**BOW TRAIL**  
3825 Bow Trail SW  
403.455.3980

**MACLEOD TRAIL**  
10426 Maceleod Trail SE  
403.225.2258

**VARSIITY**  
4625 Varsity Dr. NW  
403.235.6445

**CHINOOK**  
5707B Macleod Trail SW  
403.252.1514

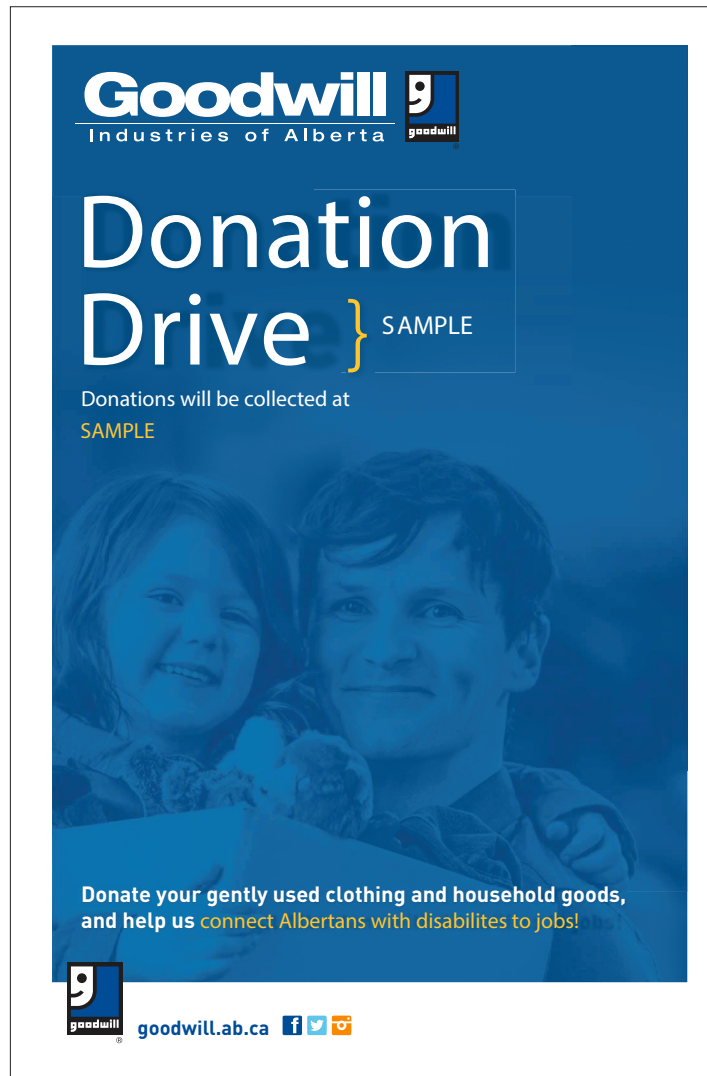
**STADIUM**  
10, 1941 Uxbridge Dr.

## 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><b>Date Here</b></p>	<p><b>Your Donation Drive</b></p> <p>City:</p> <p>Event Address:</p> <p>Information about your donation drive</p>	<p>Goodwill 9 Industries of Alberta</p> <p>Still time in #yyc and 9-6 tomorrow to drop donations off at the Riverside Club!</p> <p><b>Goodwill 9</b> Industries of Alberta</p> <p><b>Donation Drive</b></p> <p>Friday, <b>May 1</b> to Monday, <b>May 4</b> 9AM - 6PM</p> <p>Riverside Club at 110 Point McKay Cr. NW</p>
-------------------------	---	---



# 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: Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Goodwill Truck Requested? Yes:  No:

Duration of Truck Needed? Whole Event:  Pick Up Only:

Goodwill Donation Coordinator On site? Yes:  No:

Number of Bins Requested? \_\_\_\_\_

Indoor or Outdoor Event: Indoor:  Outdoor:

Posters Required: Yes:  Quantity: \_\_\_\_\_ No:

Social Media Accounts: Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

Facebook: \_\_\_\_\_

Do you want a presentation or Goodwill team members at the event? Yes:  No:

If yes, discuss details with Donation Coordinator.\*

Additional Information/Special Requests:

## For Internal Use Only:

Notes & Instructions: