

August 7th is National Night Out



# *Clothing Drive*

in support of The Arc Minnesota

## Coordinator Guide



# Thank You for Getting Involved!

Thank you for joining The Arc Minnesota and our work to protect the human rights of people with intellectual and developmental disabilities. Your work makes a difference in the lives of our neighbors.

Arc’s Value Village Thrift Stores and Donation Centers have been a significant source of funding for The Arc Minnesota, generating more than \$25 million since 1982. As the Drive Coordinator, you will serve as the liaison between your organization and Arc’s Value Village. This coordinator’s guide contains easy instructions for starting your drive, as well as useful hints and tips. We know your clothing donation drive will be a great success. Thanks again!

Arc’s Value Village and The Arc Minnesota

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## What is a Donation Drive?

We define a Donation Drive as volunteers collecting and delivering clothing to stock our store to help our mission to support people with intellectual and developmental disabilities. Arc’s Value Village Thrift Stores and Donation Centers sell gently used clothing and household items. All of our stores are restocked daily with donated clothing, collectibles and household items that are clean and in good repair. An A to Z guide of what we accept is available at <http://www.arcsvaluevillage.org/donate/>

Some items we cannot accept, such as electronics that may contain hazardous parts. A listing of what we cannot accept is available at <http://www.arcsvaluevillage.org/donate/whats-not-accepted/>

Given our need for high-quality clothing, we recommend that you focus on clothing for your donation drive. While we certainly accept household items, they are more difficult to transport and are more likely to be an item that we do not accept.

## Getting Started

Hosting a Clothing Donation Drive is simple to organize with this checklist. Consider appointing others who are interested in helping out as your Donation Drive champions.

- Set a goal: number of bags, number of pounds, etc.
- Set a date and time. National Night Out is one night but collecting the whole week allows for more people to donate around busy schedules.
- Choose a location for people to easily drop off donations.
- Decide your collection and transport plans. How will your donations arrive at Arc's Value Village? Have a designated team of people who can deliver the donations during store hours (weekdays 9-9pm, weekends 10 – 6pm).
- Get your friends, family and neighbors involved.
- Advertise your event with fliers, emails and social networking sites such as NextDoor. Be sure to include some specifics including clothing-only request, dates and locations.
- Explain the importance of the Donation Drive and who their efforts help.
- Document your Donation Drive by taking photos. Share your photos on social media and tag us #arcsvaluevillage. Encourage others to post their photos as well.
- Once your Donation Drive is over, share the success with your donors and with us!
- Optional: incorporate a thrift volunteer event at our store into your Donation Drive. You will see donated clothing in action from sorting to merchandising. Use this as a kick-off event, mid-drive activity, or a final wrap up or an alternate option for some so that everyone can participate. Contact [volunteernow@arcminnesota.org](mailto:volunteernow@arcminnesota.org)

## Donation Drive Toolkit

We will send you the following materials at your request:

- Customizable promotional flier
- Donation Drive container poster
- Arc's Value Village key messages
- Donation receipts
- Store coupon for host

## Promoting Your Donation Drive

You've set your goals. You've notified everyone. Now it's time for the fun!

1. Share information about your Donation Drive with your family, friends and neighbors through email and social media as early as possible to give people time to clean closets. Promote the event as a Facebook event and provide 2-3 updates and reminders to get people excited.
2. Deliver your promotional fliers to neighbors as early as possible too.
3. Have your work organization match the volunteer donations in some way, such as a dollar-per-pound donated.
4. Hold a contest. Example: the household with the most pounds of clothing donations wins!

## Key Messages

It is important to correctly communicate key messages in your publicity efforts:

- Always refer to us as Arc's Value Village (never ARC's or Value Village) and The Arc Minnesota.
- Our thrift stores are local and nonprofit and fund programs for The Arc Minnesota.
- The Arc Minnesota advocates for people with disabilities for education, employment, housing, healthcare assistance, government benefits, guardianship, and abuse prevention.
- Let people know that all-family clothing is needed.
- Explain that all donations are distributed among all of our local stores.
- Let people know where our closest store and donation center is located.

## Wrap Up

When your Donation Drive is complete and delivered, send us a recap including number of bags / pounds donated and photos and we can share this on social media.

**Clothing and household donations** delivery must be handled by you. We do not offer pickup.

**Automobile Donations** can be made by drop off or pick up.

<http://www.arcsvaluevillage.org/donate/car-donations/>

**Volunteer Hours** can be scheduled online. <http://www.arcsvaluevillage.org/volunteer/> or by contacting [volunteernow@arcminnesota.org](mailto:volunteernow@arcminnesota.org)

**Financial Donations** can be made by writing a check out to "The Arc Minnesota" and can be included with the donation drop off or can be mailed to:

The Arc Minnesota  
2446 University Av W Suite 110  
St Paul MN 55106

## Contact Information

If you have any questions, please contact:

Molly King, Marketing Manager at [mollyking@arcminnesota.org](mailto:mollyking@arcminnesota.org)

or

Greg Rue, Thrift Manager at [gregrue@arcminnesota.org](mailto:gregrue@arcminnesota.org)

## Arc's Value Village

[www.arcsvaluevillage.org](http://www.arcsvaluevillage.org)

612-861-9550

@ArcsValueVillage <https://www.facebook.com/arcsvaluevillage/>

## The Arc Minnesota

<https://arcminnesota.org/>

(952) 920-0855

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