



**BOTTOMLESS
CLOSET®**

Donation Drive Kit

The outfit is just the beginning.

On behalf of the women we serve, thank you for your interest in organizing a donation drive to benefit Bottomless Closet!

Your support of our mission enables us to provide women with the necessary tools and resources to ace their job interviews, enter the workforce, and succeed.

Beyond the tangible things you'll be collecting – like clothing, shoes, jewelry, and handbags – we know that they'll also be getting much-needed confidence and hope.

This kit contains everything you'll need to plan and execute your donation drive and make it a great success!

A Few Quick Notes Before You Get Started ...

- Please contact Carlos Calderon, Office Manager at ccalderon@bottomlesscloset.org before beginning your drive, so we can keep it on our radar and share with you our most-needed items.
- We can also provide you with a PDF of our donation tax receipt, so you can give one to anyone who donates.
- Once your drive is completed, please let Carlos know when we can expect delivery.

Donation Drive Guidelines

Bottomless Closet accepts new and gently worn women's office-appropriate, professional clothing, shoes, and accessories in all sizes, including:

- Suits and Suit Separates
- Dress Shirts and Blouses
- Blazers
- Pants
- Dresses and Skirts
- Cardigans
- Jackets and Coats
- Jewelry, Belts, and Scarves
- Handbags and Totes
- Shoes and Boots
- New / Unopened Toiletries, including personal care, feminine hygiene and grooming products, as well as cosmetics



New / Unopened Hosiery, Undergarments

- and Shapewear

*****Please contact us before beginning your donation drive for a current list of our greatest needs*****

Sample Kick-Off Email

Dear colleagues,

From [date to date], [company name] will host a donation drive to benefit Bottomless Closet, a nonprofit dedicated to helping disadvantaged New York City women enter the workforce and achieve success. For more than 20 years, Bottomless Closet has been giving women the tools they need to ace their job interview, start that new job, excel in their career, and build self-sufficiency. To learn more about Bottomless Closet, click here [link to <http://bit.ly/AboutBC2018>].

Donations of gently worn women's professional [list specific items you are collecting] can be dropped off at [drop-off location(s)] on [donation days and hours]. Items should be clean and free of rips, stains and other damage.

Don't have any pieces to donate? Bottomless Closet can always use your monetary support, too! Monetary gifts help them fund all of their programming and are 100% tax deductible. No donation is too small! You can make a monetary gift here [link to <http://bit.ly/Give2BC>].

If you have any questions about the donation drive, please contact me at [your email address/ phone number]. For more information about Bottomless Closet, visit www.bottomlesscloset.org.

Many thanks in advance for your generosity!

Warmest regards,
[Name]

Additional Tips for a Successful Drive

Start spreading the news.

In addition to the flyer template included in this kit, think outside the box about other ways to promote your drive. Does your company or organization have an Intranet website, employee newsletter, or weekly email that goes out to staff? Include details of your drive there!

Capture everything.

Don't forget to take photos of donations being made in real-time, and capture a shot of the full amount collected at the end.

Share your success.

Post photos, videos, and other updates on your social media channels about your donation drive and the great work you're doing to support Bottomless Closet! And don't forget to tag us so we can share your efforts with our followers!

Our Social Media Presence:

- On Facebook: Bottomless Closet NYC
- On Twitter: BttmlessClstNYC
- On Instagram: bottomlessclosetnyc
- On Pinterest: bottomlesscloset
- On LinkedIn: Bottomless Closet
- On YouTube: BottomlessCloset

Popular Hashtags Include:

#womenhelpingwomen #womenempowerment
#BottomlessCloset #BCClothingDrive
#BCPurseDrive #makingadifference #givingback

Sample Thank You Email

Dear colleagues,

Wow!

We are thrilled to announce that our donation drive for Bottomless Closet was a huge success! Thanks to every one of you, we were able to collect [XX] boxes of [types of items you collected] for Bottomless Closet.

Thanks to your efforts, Bottomless Closet will be able to keep their boutique stocked with these donations and outfit even more women for their interviews and new jobs. And keeping their boutique fully stocked enables them to focus on the other critical services they provide, like resume help, interview prep, and a full curriculum of valuable workshops – all provided free of charge to women in need.

If you'd like to get more involved with Bottomless Closet, visit their website at www.bottomlesscloset.org where you'll find information about how to become a volunteer, upcoming events, and other ways you can help them empower the women they serve.

Thanks again for making our donation drive so successful!

Warmest regards,
[Name]

Sample Flyer

The next page is a sample flyer that you can customize and use to post around your office or building, to inform your colleagues and neighbors about the donation drive before it starts and while it's happening.

Simply fill in the details in the corresponding sections - including the specific kinds of donations you'll be accepting - and then you can make copies to post anywhere you like!

DONATION DRIVE

Help Women in Need Get Back to Work!

We're collecting women's professional

to help New York City women in need
enter the workforce and achieve success!

DATE(S):

TIME(S):

DROP-OFF LOCATION(S):

CONTACT PERSON:

For more information about
Bottomless Closet, please visit
www.bottomlesscloset.org

**BOTTOMLESS
CLOSET®**

**On
behalf
of the
women
we serve,**



**thank
you.**