Spring Cleaning Clothing Drive

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Spring Cleaning Clothing Drive

- Planning
- Marketing
- Event
- Results
- Impact
Section I

Planning
Planning

* **Original Idea: Campus Store**
  * Book a Space
  * Time Commitment
  * People Management
  * Storage for leftover items

* **Improved Idea**
  * “Spring Cleaning Clothing Drive”
  * Incentive: $50 Gift Card Raffle
  * Drop-box vs. door-to-door pickup
Drafting Our Proposal

- Proposal
- Meetings
  - LaShanee: Office of Residential Programming
  - NAACP Mid-Manhattan Branch Youth and College Advisor
- Salvation Army
Section II

Marketing
Marketing: Facebook

- Created Facebook event
- Sent out invitations to 443 people
- Daily reminder emails during the week prior to the event
Marketing: Flyers

**Posted Flyers**

- Carman
- John Jay
- Furnald
- LLC
- Lerner

**Under Dorm Doors**
Clothing Drive/Raffle Sign-Up

Google Document Form
- Eliminated raffle costs and the logistics of distributing them
Section III

Event
Event

April 9th 2011, 12:00-5:00pm
# Clothing Results

<table>
<thead>
<tr>
<th>Clothing Item</th>
<th>Number Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts</td>
<td>47</td>
</tr>
<tr>
<td>Shirts</td>
<td>66</td>
</tr>
<tr>
<td>Shorts</td>
<td>9</td>
</tr>
<tr>
<td>Dresses/Skirts</td>
<td>15</td>
</tr>
<tr>
<td>Outerwear</td>
<td>14</td>
</tr>
<tr>
<td>Accessories/Household Items</td>
<td>3</td>
</tr>
<tr>
<td>Pants</td>
<td>35</td>
</tr>
<tr>
<td>Sweatshirts</td>
<td>14</td>
</tr>
<tr>
<td>Shoes</td>
<td>1</td>
</tr>
<tr>
<td>Sweaters</td>
<td>35</td>
</tr>
</tbody>
</table>

**Total Items** 239
Clothing Drop-Off

Drop-Off Details
96th Street Salvation Army Family Store
April 18th, 2011
12:00
Section V

Impact
Impact

- Relationships
  - NAACP
- Sparked Interest in Community Service
  - Women’s Basketball Team
  - Men’s Track Team