



## How To Host A Resale Donation Drive/Event

### Guidelines & Tools

### About WINGS Program, Inc.

Our Mission: The mission of WINGS Program, Inc. is to provide housing, integrated services, education and advocacy to end domestic violence.

Our Vision: WINGS Program, Inc. will help create a society in which every domestic violence survivor has a voice and the resources to break the cycle of domestic violence.

### How your Resale Donation Drive Helps

By hosting a resale donation drive/event to benefit WINGS, you are helping to stock the WINGS Resale Stores with merchandise. WINGS Resale Stores not only provide clothing, furniture and housewares at a low price to our customers, but they also provide funding for WINGS programs, including housing. By generating \$300 in sales, WINGS is able to provide housing and food for an adult or child for three nights.

### Getting Started

Resale donation drives/events are easy to organize and are a great way to pull a community together to help make a difference. A resale donation drive would be something that you do as a large group of people. This could be done at your place of work, your school, your faith community, etc. A resale donation event would be something you do with a smaller group of people by inviting them to your home. As a resale donation drive/event organizer, there are a few things you should consider as you get started:

1. If needed, get approval from your company, school, or group leader to hold your resale donation drive.
2. Choose a date(s) and a location for your resale donation drive/event.
3. Contact David at WINGS at 847-624-0451 to let us know about your resale donation drive/event.
4. If needed, choose a high-traffic area to place your donation collection container(s). This is primarily, if you are doing a resale donation drive.
5. Choose a theme for your resale donation drive/event (see below in FAQs).
6. Advertise your resale donation drive to benefit WINGS via email, flyers, announcements, social media and/or memos. For a resale donation event, use email and social media, or mail invitations or use an online platform like Evites.
7. Provide specifics on what type of donations are accepted.
8. Remind people when the date is approaching. This will help to motivate people to gather their donations for the resale donation drive/event.
9. Plan a drop-off time to bring the donations collected to the WINGS Logistics Center at 1265 Oakton Street, Elk Grove Village, 60008. You can also drop them at the WINGS Resale Store closest to you.

## Resale Donation Drive/Event FAQs

- What is the best time of year to host a resale donation drive/event?  
Anytime! WINGS Resale Stores need your help year-round.
- What kind of donations do you accept?  
We accept gently-used men's, women's (particularly tops, shirts, sweaters, dresses, and skirts), and children's clothing free of stains and holes. We also accept gently-used shoes, jewelry, purses and accessories. We especially like name brand, high-end boutique items (i.e. Chico's, White House Black Market, Banana Republic, J Jill, J Crew, Ralph Lauren, Lululemon, Burberry, Vince Camuto, Athletica, MK, Eileen Fisher, Nordstrom's brands, Halogen, Brighton, Coach, Prada, and Hobo), as well as trendy lower-end brands such as Forever 21 and Zara.
- Can I leave my donations at the WINGS Resale Stores?  
Yes, but we prefer you take them to the WINGS Logistic Center. You can call them at (847) 519-7820 x354.
- What if I receive a financial donation during the drive/event?  
That is wonderful! Please try to collect the name(s) and address(es) of the donor(s), if they are not already on a check, WINGS will send them a tax receipt for their donation. Mail financial donations to WINGS Program, Inc., PO Box 95615, Palatine, IL 60095.
- What themes can I use for the resale donation drive/event?  
For a resale donation drive, choose one of these themes: purses, accessories, clothes, shoes, or jewelry. You can combine a few together too: (Clothes and Shoes Drive), specify by type (Sweater Drive or Children's Clothes), or specify by season (Winter Clothes Drive).

For a resale donation event, you can do something like the examples above, or you can make it more like a party by using one of the themes below:

1. Bag Lady

Invite your friends over and tell them to bring all of their purses, clutches, and/or totes they no longer use to donate to WINGS. The woman with the most bags is declared the bag lady. Have a little prize for her.

2. Afternoon Tea

Invite some friends over and have them bring their slightly used, but no longer needed accessories to donate to WINGS. Items such as jewelry, scarves, hats, etc. are welcome. Perhaps have them dress up in their accessories for tea and then discard them at the door before leaving.

3. Sip and Swap

Tell your friends to bring a bag of clothes they no longer want and have three pieces they want to swap out with someone else while the rest are donated to WINGS. While they are swapping clothes, provide some different wines and cheeses for them to try.

4. Sparkling Brunch

Have your friends join you for a tasty brunch while competing to bring the most jewelry they no longer wear to donate to WINGS. Costume as well as real jewels are welcomed! Don't forget to have a prize for the one with the most Sparkle!

5. Glitz and Glam

Whip up some tasty desserts and have your friends over for a movie night. Tell them to bring their red carpet formal wear, furs, and high-end jewelry they no longer wear (it can only be seen once on the red carpet) to donate to WINGS.

6. Clean out the Man Cave

Have your significant other gather his friends to watch the latest game and ask them to bring the clothes and shoes they no longer wear so you can donate them to WINGS (this will make their significant others happy too).

7. Birthday Party

Add a twist to your child's birthday party by adding a giving component that helps other children. Have the children not only bring a gift for your child, but a bag of clothes and/or toys they no longer use to donate to WINGS.

8. Costume Party

Whether it is Halloween or you just want to get dressed up, invite your friends over for a costume party. Tell them to bring their old unwanted costumes to donate to WINGS. This is a great party for both adults and/or kids!