


**CASE STUDY**  
ACTION PLAN

# SETTING UP A CLOTHING COLLECTION DRIVE IN YOUR ORGANISATION

## BUDGET GUIDE: £0 - £2,500

COSTS MAY INCLUDE DESIGN AND PRODUCTION OF PROMOTIONAL MATERIALS, MEDIA AND PR SUPPORT, EVENT MANAGEMENT, WORKSHOP FACILITATOR FEES, TRANSPORTATION, AND PHOTOGRAPHY.

## TIME AND EXPERTISE: APPROXIMATELY 52 - 132 HOURS OF STAFF OR VOLUNTEER TIME REQUIRED

- Project Management: 20 – 60 hours
- Communications and PR: 20 – 36 hours
- Facilities/Security: 12 – 36 hours

## OBJECTIVES

The objectives of this activity are to engage staff in a clothing collection drive to support a local charity and to raise awareness of the environmental impact of clothes.

## PLANNING

The complexity of the planning will depend on whether you are running the campaign at the same time across multiple venues or just at one venue.




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MONTHS

- **Draft a project proposal** – this should outline the context, rationale, objectives, budget, staffing requirements and benefits of the campaign.
- **Think about when would be best to run the campaign.** It could be tied in with local or national events/awareness campaigns, such as:
  - A regional fashion week
  - Fashion Revolution Week
  - Small Charity Week
  - Second Hand First Week
  - Recycling Week
  - Your organisation's own sustainability week or similar
- **Create a working group for the campaign** and arrange a meeting to get buy-in from key departments and to discuss the proposal, receive feedback, plan key activities/milestones and decide roles and responsibilities. This meeting should involve relevant colleagues from Health & Safety, Security, Manual Handling, Facilities/Estates and Internal communications. If your organisation has a Sustainability Manager/Champion or similar role and an Employee Engagement Officer or similar role, they could also be part of the working group.
- **Decide how long to run the campaign for / how many weeks staff will be able to donate.**
- **You may want to consider running ancillary events to tie in with the campaign**, such as sewing/upcycling workshops or clothes repair tutorials. The Love Your Clothes campaign can assist with this through their UK network of 'Super Crafters'.
- **You may want to offer an incentive such as a prize draw** for everyone who donates clothes or enable staff to pledge to watch a video tutorial and repair their clothes.
- **Set objectives for the campaign in order to measure its success.** For example:
  - To collect 500kgs of clothes for a local charity over four weeks
  - 300 members of staff to donate a bag of clothes in the month of June
  - 50 members of staff to attend an upcycling workshop in the month of June
  - 100 members of staff to pledge to repair their clothes





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MONTHS

- **Draft and finalise a communications plan**
- **Identify a suitable space or room within the building where staff can drop off their donations.** This should be somewhere that's easy to access for all staff.
- **Facilities within the room should include bins or trolleys for bags of clothing to be stored in.** The room will need to be monitored by Security/Estates/Facilities to ensure bags are being stored safely.
- **Enlist a local charity to collect the donations.** You may want to ensure/check they have suitable public liability insurance and manual handling training. Considerations may also need to be made for vehicle access, loading bay facilities and informing security when collections will be made. A member of the Security/Estates/Facilities team may need to be available to supervise the collections.

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MONTH

- **Draft and finalise campaign copy and communication materials.** Allow time for Welsh or second language translation if messages need to be bilingual.
- **Decide on how to launch the campaign and who should launch it.** For example, in the monthly Director's briefing meeting, via a video message, or as the main news story on the intranet.
- **You could ask the charity who are collecting the clothes to provide information** or even visit your organisation to present to staff about how clothes donations help them raise money and where the clothes will go.

LAUNCH  
CAMPAIGN

## COMMUNICATION

- **Create an internal communications plan to outline what key message(s) will be communicated, when and how.**
- **Use a mix of communication methods to reach staff and reinforce the messages.** These could include e-newsletters or bulletins, intranet news and updates, staff briefings, noticeboards, posters in staff canteen/communal areas, electronic noticeboards, video/plasma screen messages.
- **Decide what donations are accepted and clearly communicate this to staff.** For example, do you want to accept shoes, bags, accessories, bedding or other textiles?  
Example: Please donate adult and children's clothes in a wearable condition. Shoes, bags, accessories, bedding or other textiles in a good condition are \*also/not\* accepted. If you have clothes or textiles that are beyond repair, they can still be recycled to come back as something new. Please check what's available in your local area at: [www.loveyourclothes.org.uk/recycle-your-clothes](http://www.loveyourclothes.org.uk/recycle-your-clothes)
- **Once the campaign has been launched, send regular reminders to staff to encourage them to sort through their wardrobes and bring in a bag of donated clothes.** The Love Your Clothes campaign can provide a range of communications resources such as posters, infographics, videos, guides and leaflets.
- **At the end of the campaign, let staff know the number of bags (or the total weight) of clothes donated and the benefits this brings to the charity and to the environment.** Thank them for their participation and support

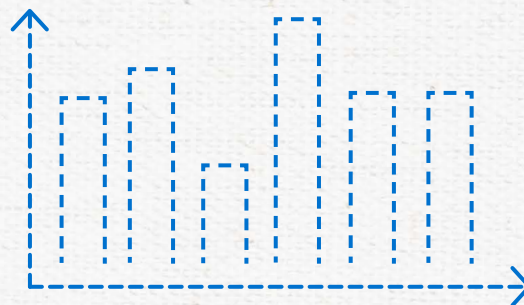


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## EVALUATION AND MEASURING SUCCESS

- What was the total weight of the clothes donated?
- How many staff donated clothes, attended a workshop or pledged to repair their clothes?
- How many times were the news stories viewed on the intranet?
- How many times were the video tutorials viewed?
- How many times did people view your campaign page?
- How many emails were sent out to support activity?
- How many people attended any associated events?

You may also want to gather qualitative feedback from staff to get their thoughts and comments on the campaign. This could be done through an online survey or at a staff briefing event.



## EQUIPMENT/MATERIAL CHECKLIST

- Suitable room for storing donations
- Donation bins or similar for holding donated bags of clothes
- Trolley for transporting the clothes from the room to the loading area for collection
- Weighing scales to measure weight of donations (the allocated charity may be able to provide this)
- Promotional materials, pop up stands and electronic communications to engage staff



## IMPORTANT CONSIDERATIONS

- Check your organisation's security policy if you decide to book external facilitators to run repair or sewing workshops. They should provide public liability insurance and a risk assessment.
- Large bags of clothes can be heavy to move. Ensure adequate facilities are available (such as a trolley) to move the bags.
- Ensure the charity partner's vehicle is suitable for the loading bay facilities in your organisation. For example, some large loading bays can only accommodate vans with a tail lift.
- Take photos! Chart the rise of the pile of bags of clothes by taking regular photos, these can be used in communications at the end of the campaign.

## BENEFITS

- Encourage staff to behave more sustainably in relation to clothes: audit their wardrobes and donate clothes that will benefit a local charity and reduce waste to landfill
- Encourage staff to learn practical and useful repair skills to help keep their clothes in use for longer
- Convenience for staff – providing them with a drop-off point at work
- Contribute to CSR or employee engagement programme
- Provide a source of clothing donations to local charities.

If you are planning to run a campaign like this, please get in touch:

[loveyourclothes@wrap.org.uk](mailto:loveyourclothes@wrap.org.uk)

SEE CASE STUDY

[www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk)

