



***Help save animal
lives in NC!***



**Support AnimalKind
Host a Donation Drive**

Donation Drive Toolkit

This toolkit will guide you in hosting your own donation drive supporting AnimalKind and ReTails Thrift Shop. If you have any questions please contact Brad Johnson at **bradj@animalkind.org**, or call 919-870-1660, ext. 201.



AnimalKind

The mission of AnimalKind is to end the unnecessary euthanasia of adoptable cats and dogs in NC shelters.

Founded in 1998, AnimalKind grew out of a national need to address the overpopulation of adoptable cats and dogs in shelters. Over 2.5 million sheltered animals are euthanized in the U.S. annually, just to make room for more- over 120,000 of those occurred in NC in 2014.

Prevention is the only way to stop the deadly cycle of pet overpopulation, and research indicates that the majority of pet overpopulation comes from low-income neighborhoods where pet spay/neuter is neither affordable nor accessible. Successful models around the country have demonstrated that a cost-effective way to end the euthanasia of adoptable cats and dogs is to provide financial assistance to the lowest-income pet owners-so they can spay/neuter their pets and prevent accidental pet litters.

Please check out our website at **www.animalkind.org** for information about our programs and impact in NC.

Why Donate?

AnimalKind owns and operates ReTails Thrift Shop, located in Raleigh, NC. ReTails Thrift Shop is AnimalKind's largest source of funding. 100% of the



shop's net profits support AnimalKind's mission and operate its programs.

The shop consists of a variety of gently used items ranging from clothes to books to furniture.

Each item donated to the shop provides a potential sale, and revenue, that goes toward ending the

unnecessary euthanasia of cats and dogs in NC shelters.

How Can You Help?

You can host a donation drive on behalf of ReTails Thrift Shop and AnimalKind! With the help of this toolkit, hosting a donation drive is an easy and fun way to positively impact cats and dogs in NC. Donation drives are a great activity for schools, clubs, church groups, co-workers, and families with children.

Organizing Your Donation Drive

- 1.) **Contact the staff at AnimalKind** and let them know that you are interested in hosting a donation drive on behalf of ReTails Thrift Shop. We can help answer any questions that you may have and even help with advertising through our social media channels (if requested).
- 2.) **Choose a location for your drive.** Who are you targeting with your drive and where will donors drop off their donations? It could be your neighborhood, church, workplace, school, etc.
- 3.) **What items would you like to collect?** ReTails accepts the following gently used donations:
 - a. Women's, men's, and children's clothing
 - b. Accessories
 - c. Shoes
 - d. Jewelry
 - e. Kitchen items
 - f. Household items
 - g. Sporting goods
 - h. Crafts
 - i. Books
 - j. Electronics
 - k. Seasonal items
 - l. Furniture

Your drop off location and delivery schedule will dictate the types of items you accept. I.e. if you set up a donation bin in the hall by your office at work you probably would not want to accept large pieces of furniture or (potentially) smelly shoes*.



*ReTails strives to only accept gently used, quality items. If clothes are musty, books moldy, or shoes smelly, they will not be accepted.

Other non-accepted items:

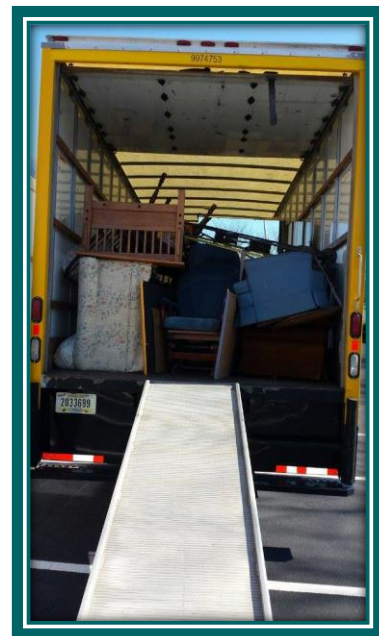
- a) Baby and children's equipment and toys
 - b) Pillows and mattresses
 - c) Non-working, or out of date, electronics
 - d) Items that are broken or mildewed
- 4.) **Decide on the length of your drive.** Would you like to collect items on one particular day? Throughout a week? Month?

5.) **Get permission.** If you wish to set up donation bins or stations at a workplace or public area make sure you get permission. Depending on the season, ReTails *may* be able to supply boxes to serve as receptacles if needed.

6.) **Promote your drive!** There are many ways you can spread the word about your drive. Post flyers (see attached for a template), send out an email or social media blast, or post an advertisement in a newsletter (see attached). If provided the opportunity, make a presentation at your workplace or church. (If you would like an AnimalKind staff member to speak to your group let us know!) Make it a competition! A little competition between schools or departments can be fun and raise even more donations!

7.) **Decide on a schedule for delivery.** Do you want to make periodic drop-offs to ReTails with what you collect each day, or week, of a campaign? Or maybe you want to wait until the final day of your donation period. It's up to you! If you give us a heads up on when you are delivering we can be available to take pictures and post to our blog and Facebook page!

ReTails Thrift Shop is open seven days a week, M-Sat. 10 am- 6 pm and Sunday 1 pm- 5 pm. If you have a very large donation, or multiple furniture pieces, we may be able to accommodate a pick-up. Please call the shop at 919-870-1660 ext. 201 for more information.



Fun Ideas

- Create a competition between classes at your child's school, or between departments at your workplace. The winner can be featured in our quarterly newsletter.
- Organize a neighborhood spring cleaning event and have everyone drop off those items that have been hanging around in the back of their closets, attics, and garages for years!
- Hold a seasonal drive in the fall and winter to collect winter coats or holiday décor.
- Create a pet item drive for collars, leashes, food/water bowls, toys, crates, and beds.
- Hold a dress for success drive in late summer to collect clothes for professionals, as well as children before they start school in the fall.
- Catch the college crowd as they leave for summer vacation! Set up a drive outside of a dorm and you'll collect tons of items that have only been used a few times, or just won't fit in that cramped car to head home.



Sample Flyer

Feel free to use our template (next page) or create your own.

DONATION DRIVE BENEFITING ANIMALS

WHEN

March 7th, 2015
9 am- 12 pm

WHERE



929 Heritage Lake Road, Wake Forest, NC 27587

**For more information please visit the events
calendar on our website: www.animalkind.org**

AnimalKind
6520 Falls of Neuse Road, Suite 110
Raleigh, NC 27615
919-870-1660 ext. 102
lauraw@animalkind.org



RETAILS THRIFT SHOP

**Thrift shop supporting AnimalKind
in their mission to end the
unnecessary euthanasia of
adoptable cats and dogs in NC
shelters.**

ITEMS NEEDED

**Men's, women's, and children's
clothing**
Accessories
Shoes
Kitchen items
Household items
Sporting equipment
Crafts
Books
Pet Items
Electronics
Furniture*
And more!

***Please call ahead if dropping off a large
furniture donation.**

UNACCEPTED ITEMS

**Baby and children's equipment and
toys**
Pillows and mattresses
Non-working electronics
Items that are broken or mildewed

DONATION DRIVE

BENEFITING ANIMALS

WHEN

WHERE

For more information contact:

To learn more about AnimalKind please visit
www.animalkind.org



RETAILS THRIFT SHOP

Thrift shop supporting AnimalKind in their mission to end the unnecessary euthanasia of adoptable cats and dogs in NC shelters.

WE ARE COLLECTING

UNACCEPTED ITEMS

Baby and children's equipment and toys
Pillows and mattresses
Non-working electronics
Items that are broken or mildewed

Donation Drive

supporting



**ITEMS
COLLECTED
HERE**

Sample Newsletter Article

Donations Needed for Thrift Shop Supporting AnimalKind

You can help save cat and dog lives in NC by simply donating your gently used clothes or household items to ReTails Thrift Shop. Now through (list date), we (or list your group name) are collecting donations for ReTails. 100% of the net profits from ReTails Thrift Shop support AnimalKind in their mission of ending the unnecessary euthanasia of adoptable cats and dogs in NC shelters.

Your donation will help limit pet overpopulation by providing resources for low-income families to spay and neuter their pets, eliminating unwanted litters of puppies and kittens in shelters.

We are accepting donations of:

- Item
- Item
- Item
- Item
- Item
- Item

Your donations can be dropped off at _____. For questions please contact _____.

For more information about AnimalKind please visit their website at www.animalkind.org.