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DALTON STATE
WRIGHT SCHOOL OF BUSINESS

SALVATION ARMY MARKETING PLAN

Dalton State College's Marketing Strategy Course (Spring 2023)

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Salvation Army Mission Statement:

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

I. Background Information: Statistics & Demographics



US STATISTICS

Shelter Services

7,779,900 nights

Volunteers

1,270,039 volunteers

Meals Served

171,442,099 meals

Financial Assistance

\$3,870,131



WHITFIELD & MURRAY STATISTICS - 2022

Whitfield County

- 807 families were provided with financial assistance
- 2,316 families were given food boxes
- 600 families were given clothing
- 949 families were provided with toys and clothes for Christmas
- 424 Families and Seniors were given gift certificates for Thanksgiving and Christmas

Pathway of Hope

- 19 families took action to break the cycle of crisis and intergeneration poverty

Murray County

- 185 families were provided with financial assistance
- 782 families were given food boxes
- 70 families were given clothing
- 395 families were given a gift certificate for Thanksgiving and Christmas

Transitional Housing

- 9 families were provided a home

Children

- 61 children participated in Summer Music Days Day Camp



DEMOGRAPHICS

Dalton, GA

(2017-2021): Population of 34,285

- Age ranges:
 - Under 18 is 27%
 - 18 to 64 is 60%
 - 65 and over is 14%
- Median age is 32.4

- 11,591 Households: 2.84 people per house
 - **Median income: \$49,656**
 - **Married Couples: 50%**
 - Male: 11%
 - Female: 24%
 - Non-Family: 15%

Chatsworth, GA

(2017-2021): Population of 4,804

- Age ranges:
 - Under 18 is 27%
 - 18 to 64 is 60%
 - 65 or over is 35%
- Median age range is 30.6

- Households 14,431: 2.74 people per house
- 1,557 Households: 2.9 people per house
 - **Median Income: \$47,250**
 - **Married Couples: 66%**
 - Male: 6%
 - Female: 16%
 - Non-Family: 12%



I. Background Information: Current Social Media Statistics

CURRENT SOCIAL MEDIA

Facebook Page:

- The Salvation Army of Whitfield, Murray, and Gordon
 - 3,229 people follow/Like the Page
- The Salvation Army of Dalton Family Store
 - 242 people follow/Like the Page

No presence on following platforms:

YouTube, LinkedIn, Instagram, Twitter



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II: THRIFT STORE

II. Thrift Store: Target Audience & Statistics



TARGET AUDIENCE(S)

Those in Need include:

- Low-Income Households/People in Poverty
- Elderly/Retired
- Unemployed
- Millennial (1981 – 1996) & Gen-Z (1997 – 2013)



II. Thrift Store: Target Audience & Statistics

Low-Income Households/People in Poverty

Low Income Households which is defined as a household with a total gross annual income equal to 50% or less of the median household income.

Dalton, GA

- In Dalton, the poverty rate is 19.8%
 - 17.3% of Highschool Graduates
 - 44.4% of Non-High School Graduates
 - 17.5% of Disabled Males
 - 25.2% of Disabled Females
- Overall poverty rate 25.39%
 - 18.75% Male
 - 22.97% Female

Chatsworth, GA

- In Chatsworth, the poverty rate is 19.63%
 - 17.8% of Highschool Graduates
 - 45.2% of Non-High School Graduates
 - 18.6% of Disabled Males
 - 28.5% of Disabled Females
- Overall poverty rate 19.63%
 - 11.98% Male
 - 21.35% Female



II. Thrift Store: Target Audience & Statistics

Elderly/Retired

Dalton, GA

- 11% of population of Dalton are senior citizens
 - 1,122 Senior
- 32% live alone
- 4% of senior households have an annual income of less than \$10,000 and 36% are less than \$20,000
 - Median household income for seniors is \$26,916
 - Average Social Security Income is \$15,827/year
- 5% of seniors are below poverty level
 - 24% of Dalton residents 60 and over receive food stamps

Chatsworth, GA

- 16% of population of Chatsworth are senior citizens
 - 824 Seniors
- 34% live alone
- 8% of these senior households have an annual income of less than \$10,000 and 39% less than \$20,000
 - Median household income for seniors is \$32,708
 - Average Social Security Income is \$15,111/year
- 3% of seniors are below poverty level
 - 28% of Chatsworth residents over 60 received food stamps



Unemployed

Dalton, GA

- Unemployment rate as of 2022 is 3.70%
- 0.7% higher than the overall rate for the state of Georgia
- 0.2% higher than the national unemployment rate

Chatsworth, GA

- Unemployment rate as of 2022 is 3.60%
- 0.6% higher than the overall rate for the state of Georgia
- 0.1% higher than the national unemployment rate



II. Thrift Store: Target Audience & Statistics

YOUNGER MILLENNIALS & GEN Z

- From 2016 to 2020 the percentage of Gen Z shoppers has increased by 16%
 - *More than 40% of millennials and Gen z shoppers have shopped for secondhand apparel, shoes and accessories in the past 12 months*
- Gen Z sees thrifting as a lifestyle
- A Refinery29 writer states, "Gen Z wants to be independent. They want to help save the planet. They want to save money – and make money. And they want to do it all in a cute outfit that costs less than \$10."
- 2/5 "thrifiers" say they are replacing fast fashion purchases with secondhand clothing
- 45% of both Millennials and Gen Z say they refuse to buy from "non-sustainable" brands and retailers
- Gen Z is 65% more likely to consider the resale value of clothes they are buying before purchasing them compared to Boomers (born between 1946-1964)



II. Thrift Store: Target Audience & Statistics

Platform Statistics

These statistics focus on attracting new "thrifiers" through social media.

Millennials

- First "Digital Natives" - blend of traditional and digital media
- Platforms:
 - 84 %: *Facebook*
 - 71%: *Instagram*
 - 86%: *YouTube*
- 43 % Use to Receive News
- 75% Interact with Brands or Organizations
- 25 % Have Donated After Learning About a Cause on Social Media

Gen Z

- First "Social Media Natives"
- Platforms:
 - 32%: *Facebook*
 - 62%: *Instagram*
 - 95%: *YouTube*
- 85% Learn About New Products
- 78% Make Purchases from Social Media
- 59 % Have Donated After Learning About a Cause on Social Media

II. Thrift Store: Target Audience & Statistics



THE GENERAL SHOPPER

- According to America's Research Group, a consumer research firm, about 16-18% of Americans will shop at a thrift store during a given year. For consignment or resale, it's about 12-15%
- 40% of consumers make an in-store purchase once a week. Comparatively, only about 27% of shoppers make an online purchase at least once a week.
- 65% of shoppers prefer in-store shopping to avoid delivery fees.
- 61% of shoppers say they prefer in-store shopping because they want to see and try on items they might potentially buy.
- More than 60% of Gen Z and Millennial shoppers check secondhand retailers, compared to 41% of all shoppers.
- 272 million Americans, 82% now buy and or sell secondhand items.
- Thrift store shoppers save nearly \$150 a month, or roughly \$1760 a year.

II. Thrift Store: Target Audience & Statistics



SPRING CLEANING & DONATION STATISTICS

- Gen X are cleaning out parent's houses
- 92% of Americans say they or someone in their household engage in regular in spring cleaning.
- 78% report spring cleaning at least once a year.
- In a survey done by SimpleMost, they revealed that 32% of 1,015 respondents say they clean to get rid of old things (make room for new)

II. Thrift Store: Target Audience & Statistics



PEOPLE WHO USE STORAGE CONTAINERS

People with storage containers could be an avenue for potential donations

- Roughly 38% of American respondents have used or plan to use self-storage in the future.
 - *Gen X is most likely to be self-storage users at 54%*
 - *Baby boomers at 51%*
 - *Millennials at 40%*
 - *Gen Z at 25%*
- Furniture is the most common item to be placed in storage because people might purchase new furniture while saving the old
- 9.4% of U.S household rent a storage unit



WHY PEOPLE SHOP AT THRIFT STORES

Reasons Typically Include:

- Need
- Uniqueness
- Durability
- Sustainability



WHY PEOPLE SHOP AT THRIFT STORES

Need

- Thrift stores are the main outlet for those in need, which is why donations are so important
- Outside of those in need, individuals seek affordable household items
 - *Kitchen Utensils*
 - *Furniture*
 - *Hardware*
- Buying it secondhand or from a thrift store can cut the costs by 80-90%

Uniqueness

- Thrift stores carry items you can't find anywhere else
- A continuous life cycle as long as the item remains intact the item can be re-worn, re-sold, and refurbished



WHY PEOPLE SHOP AT THRIFT STORES

Durability

- Finding high-quality & durable items:
 - *Luggage*
 - *Furniture*
 - *Jewelry*
- Relates back to the uniqueness
- Attracts customers that appreciate vintage goods for a bargain price

Sustainability

- 87% of materials and fibers used to make clothing will end up in land fields, while 1% of clothing gets recycled into new garments
- 38% of Millennials and 40% of Gen Z are willing to pay total price for sustainable clothes in order to help the environment and reduce clothing waste
- 70% of Millennials and Gen Z consumers believe sustainability is an important factor when making shopping decisions
- 57% of Gen Z wants eco-friendly items without the high prices

II. Thrift Store: Donation Drop Box Information



DONATION DROP BOXES





II. Thrift Store: Donation Drop Box Information

PERMITS

- To be able to incorporate our strategy of drop off box locations, you first must obtain a solicitor's permit
 - *A Solicitors Permit is defined as any person, corporation, partnership, association, joint-stock company, trust or unincorporated organization which, through door-to-door solicitation, engages in the practice of:*
 - Selling or taking orders for or offering to sell or take orders for goods, merchandise, wares, or other items of value for further delivery, or services to be performed in the future, for commercial purposes; OR
 - Requesting contributions of funds, property, or anything of value or the pledge of any type of future donation or selling or offering for sale any type or property, including but not limited to goods, tickets, books, and pamphlets, for political, charitable, religious, or other noncommercial purposes.

II. Thrift Store: Donation Drop Box Information

EXAMPLE PERMIT

CITY OF DALTON
SOLICITOR'S PERMIT INSTRUCTION SHEET



Attached is the application for door to door solicitation, Attachment A entitled "Individual Solicitor" and Attachment B entitled "Oath and Affirmation" that must be notarized and a copy of Chapter 82 entitled "Peddlers and Solicitors".

1. Complete the attached application and Attachment B entitled "Oath and Affirmation", upon submission of the application and Oath of Affirmation a \$25.00 permit fee is due and payable to the Office of the City Clerk in the form of a cashier's check, money order or cash.
2. Each Solicitor engaging in door to door solicitation should complete "Attachment A" entitled "Individual Solicitor". There is a \$15.00 per solicitor charge. This \$15.00 fee is the cost for an i.d. badge and the cost of administration. This fee shall also be made payable to the Office of the City Clerk in the form of a cashiers check, money order or cash.
3. Upon completion of all forms and all payments collected, a paid receipt will be given to you along with all necessary paperwork to remit to the Dalton Police Department located on 301 Jones Street, Dalton (Georgia) 30720.

THE DALTON POLICE DEPARTMENT ONLY ISSUE SOLICITOR'S PERMITS ON THURSDAY'S FROM 1:00 P.M. TO 4:00 P.M.

4. At that time, identification badges will be made for each solicitor providing the applicant and solicitor is in compliance with Chapter 82.

NOTE:

- Solicitors permit shall be valid for a period of time requested in application up to twenty (20) days.
- A \$500.00 Cash Bond is payable to the Office of the City Clerk, if applicants/solicitors requires a cash deposit or IF, taking orders for cash on delivery purchases C.O.D. or IF, a contract of agreement is required to finance the sale of any goods, services or merchandise for future delivery, or for services to be performed in the future.
- Cash Bonds will be refunded to the applicant not later than 30 days after the expiration of the permit provided no claims against the solicitor have been filed.
- Permits/Identification Badges are not transferable. Permits/Identification Badges are personal to the applicant/solicitor and shall not be assigned or transferred to any other person, firm corporation or association. Any attempt at assignment or transfer shall render the permit void.
- Solicitation activities will be conducted as follows:
Only between the hours of 10:00 a.m. and 6:00 p.m.
Eastern Standard time



II. Thrift Store : Donation Drop Box Information

KROGER'S SUPPORT EXAMPLE

At The Kroger Co., we believe strong communities are everyone's responsibility. We are committed to helping the communities we call home grow and prosper. Each year, we help hundreds of local nonprofit organizations that are working to make our communities better places to live and work.

Our charitable giving and grantmaking supports Kroger's Zero Hunger | Zero Waste social impact plan, our commitment to end hunger in our communities and eliminate waste across our company by 2025. See more details about our plan in our [Sustainability Report](#) and our commitment to innovation through [The Kroger Co. Zero Hunger | Zero Waste Foundation's Innovation Fund](#).

We also support other nonprofit organizations that are making a difference in our communities. Kroger gives back to our communities in these key focus areas:

- Zero Hunger | Zero Waste
- Diversity & Inclusion
- Health & Nutrition
- Stronger Communities

Kroger, The Kroger Foundation and Zero Hunger | Zero Waste Foundation does not discriminate on the basis of race, color, national origin, age, disability or sex.



- Nonprofit organizations may submit an online request any time during the year. Please submit your request a **minimum of four weeks** before the event or deadline
- You can view the status of your donation request by logging into your account at any time.
- We do not make donations to the following:
 - Individuals,
 - Travel expenses,
 - Political campaigns,
 - Sectarian or religious organizations for projects that serve only its own members or supporters; and
 - Organizations that discriminate based on race, religion, color, national origin, age, mental or physical ability, sexual orientation, and gender identity and/or expression.

Kroger serves as one example of a grocery retail store where a high number of Dalton Consumers shop at.

- Kroger is a supporter of communities and donation boxes are allowed at their parking lots

II: Thrift Store: Gathering Information & Donations



GATHERING INFORMATION

Ways to gather customer information:

- Provide a form where customers can answer a couple of questions about contact information, demographics, and geographic to create a contact list for future donations and information. Ask shoppers of the Thrift Store and Donors to fill out the form.
 - *Paper form for elderly customers – can be added to contact spreadsheet on a periodic basis*
 - *Google Form for tech-savvy customers – can be filled out through a QR code next to the register or on a business card that's passed out with purchases or donations*
- Offer incentive for filling informational survey out:
 - *20% off items, fill out info/get a t-shirt, etc.*
- Prepare social media campaigns that allow customers to fill out information to sign up for Salvation Army newsletters
- Link the information form to social media pages

Use any information collected to share Salvation Army news/updates and ask for donations.



II. Thrift Store: Gathering Information & Donations

WHAT TO ASK CUSTOMER, AFTER A PURCHASE OR DONATION

- Are you here to shop or donate?
- Name
- Zip Code
- Phone Number
- Email
- How did you hear about Salvation Army?
- Rate your experience (1-10)
- Rate your likelihood to shop with Salvation Army again (1-10)
- Rate your likelihood to donate with Salvation Army again (1-10)
- Would you like to be informed about future volunteering opportunities? (yes or no)
- Optional Feedback or Comments



ATTEND EVENTS TO RAISE AWARENESS

- Attend Community Events
 - *Easter celebrations, Back to school Bash's, and Trunk-or-Treats tend to attract more than just church members. Attending these and setting up small booths will help draw members of the church and community to be more knowledgeable of SA and how they are a service of help for those in need.*
- Showcasing Salvation Army at Small Outreach
 - *Going to college's or high school's "Career Day" can help spread the word of what salvation army is and what they do to help serve others.*
- Host Small Group Events
 - *Allow church groups or professional organizations to host club meetings or networking events at Salvation Army.*
 - *Host a networking event on behalf of Salvation Army to showcase community impact.*

II. Thrift Store: Marketing Plan



MARKETING PLAN

Basic Tips & Tricks

- Maintain a consistent posting schedule
 - Post 3-5 times per week (Tuesday – Saturday)
 - Post on "story" at least 2 times:
 - 1 time in the morning (8am - noon)
 - 1 time in the afternoon (2 - 5pm)
 - On stories use polls, sliding emoji, & questions
 - Examples:
 - Pick a photo to post on your story, click the square with a smiley face, then scroll down and find one of the options above.
 - Create questions like "Who has donated or visited the SA thrift store?" or "Slide if you're aware of the help Salvation Army can provide?"
- Use location tags for the thrift store location & volunteer locations
- Add Hashtags:
 - #SalvationArmy
 - #Volunteering #DoingTheMostGood #HelpingOthers #DaltonDedicated #ChangingChatsworth
 - #WaysToGive #SalvationStrong

II. Thrift Store: Marketing Plan



THRIFT STORE PAGE SOCIAL MEDIA IDEAS

- The thrift store page can be used to generate donations, bring in shoppers, and educate the community about volunteer opportunities.
- The following are general goals to achieve increased donations, sales, and volunteers:
 - **Be Consistent:** Post more often and more consistently following a post schedule.
 - **Inform:** Provide information on where the proceeds go when items donated are sold and how the thrift store helps those in need.
 - **Merchandise:** Post regularly about items in the store to generate interest and bring in shoppers.
 - **Call to Action:** Provide information on how to donate and what items can be donated.
- Highlights: Highlights are an effective way to display information for the audience to find quickly and easily.
 - About Us highlight (include hours, information for shoppers, team members)
 - Favorite Finds highlight
 - Volunteers highlight (how to volunteer, current volunteer opportunities)
 - Donation FAQ highlights (how to donate, what can be donated, where the proceeds go)
- Links Page
 - Link to donation page
 - Link to thrift store page



II. Thrift Store: Marketing Plan

POSTING SCHEDULE EXAMPLE

This is an example of a 3-day posting schedule.

| | M | T | W | T | F |
|-----------|---|---------------------------|-----------------------|---|------------------------|
| Instagram | | Inside the Store Tuesdays | Why Donate Wednesdays | | Favorite Finds Fridays |
| Facebook | | Inside the Store Tuesdays | Why Donate Wednesdays | | Favorite Finds Fridays |



II. Thrift Store: Marketing Plan

MARKETING PLAN EXPLANATIONS

The following schedule can be cross-posted on both Instagram and Facebook

- **In the Store Tuesday**
 - *Post items new to the store this week.*
 - *Highlight a section of the store and post a video of some of the items in it.*
- **Why Donate Wednesday**
 - *Provide information about where the proceeds go when donated items are sold.*
 - *Talk about the ways the thrift store benefits those in need.*
 - *Highlight the voucher program.*
- **Favorite Find Fridays**
 - *Have volunteers pick their favorite items in store and create a video promoting it and encouraging shoppers to come in the store.*
 - *Post a picture of the just the item or the volunteer holding the item. (The picture of the item could be the cover of a reel.)*
 - *Add post to the Favorite Finds highlight.*



MARKETING PLAN: ADDITIONAL IDEAS

- **Try Ons (Showing Clothes)**
 - *Have interns or volunteers try on outfits and post them to bring attention to what clothing styles are available. Reels and videos are some of the best ways to reach people and gain more "views" on social media. Photos will work great too.*
- **"Molly" the Mannequin posts**
 - *Dress up the mannequin in the store with different outfits to highlight clothing options. Do multiple outfits showing the newest clothing variety and post all of them on one social media post. This can also be done by making a video with the different outfits and clothing options available.*
- **Highlight Shoppers**
 - *Ask shoppers if they would mind to be posted on the social media. Take a photo of them shopping or trying on clothing items. Photos should feel natural to display the comfortable shopping experience. Posting real customers gives real insights on customer shopping experiences.*
- **Pick up/ Drop-off Options**
 - *Posts explaining of when and how to schedule pick-ups. Create graphics using an online graphic tool like Canva or Microsoft Word to explain where and when the pickup and drop off services are available. Also add information about what type of items can be picked up and what items can be dropped off. Include the easiness of donating by just dropping off old clothes or furniture items.*

II. Thrift Store: Marketing Plan



MARKETING PLAN: ADDITIONAL IDEAS

- **Store Highlights (New Donations/Products)**
 - Showcase new products. Highlight new jewelry, clothing, shoes, household items, etc. – “just in” and “sneak peaks”
 - "A day in the life" video or photos from possible interns – pick a day out of the week prior to Thursday where an intern or volunteer takes clips or photos throughout the day. These clips can create a compilation of the videos and photos for a post. "Day in the life" videos and photos should be done carefully and should not include customers of the thrift store, to protect their identity.
 - Share store updates, hours of operations, & employee or volunteer spotlights, on a regular basis.
- **Events of the Week or Call-to-Action Posts**
 - "Behind the Scenes" of events where volunteers can help draw attention to what goes on at events hosted by Salvation Army. Have a volunteer or intern record their experience while volunteering and post it to show how impactful and fun volunteering can be. This can also be done during Angel Tree shopping or Bell Ringing, during the holidays. Be sure not to include video footage or imagery of those in need that are receiving help. Instead focus on the interns or volunteer perspective.
 - Keep updated on weekly events such as red tag (discount days) at the thrift store, the telethon, Angel Tree, and volunteer opportunities. Use an online graphic design tool to create a graphic of these events or post photos from the past leading up to the event.

II. Thrift Store: Marketing Plan



MARKETING PLAN: ADDITIONAL IDEAS

THESE IDEAS CAN ALSO BE DONE WITH THE MAIN SALVATION ARMY MISSION AND ISN'T LIMITED TO THE THRIFT STORE

- **Promoting Volunteering & How to Volunteer**
 - *Share a video or Reel on how to sign up to volunteer through the website. This can be an easy screen recording from a smart phone that starts by browsing the home page and ending on the volunteer sign up form. Also works by recording a computer screen.*
 - *Offer in-store volunteer sign-up options through the thrift store.*
 - *Make it known that students who volunteer can receive valid volunteer hours towards courses or organizations.*
 - *Implement QR code on donations notecard, pamphlets, or business cards that will provide a link on how to volunteer. Ask businesses and schools to handout these materials.*
 - *Promote how volunteering has a major impact on the organization and those in need in the community. Add anonymous impact stories from those in the community.*
 - *Showcase a National Volunteer Day event. This would be perfect for a Salvation Army event that is a big hit such as the Telethon. To draw attention to the event, try offering an incentive such as a t-shirt.*

II. Thrift Store: Competition



THRIFT STORE vs AMERICA'S THRIFT STORE (ATS)

Compare and Contrast:

- SA is non-profit (gov't funded) while ATS is for-profit
- SA has more services (disaster, shelter, food pantry) & doubles as a charity. Meanwhile, ATS *donates to* charities.
- ATS seems to have *some* affiliation with ministries, but not to the extent of SA.

Mission and Vision

- SA: "Where it's a New Store Every Day"
- America's: "Not your mama's thrift store"
- ATS has the goal of donating \$100 million to charity partners

II. Thrift Store: Competition



AMERICA'S THRIFT STORE STRUCTURE

Corporate Structure:

- Limited Liability Corporation (LLC)
- Headquartered in Irondale, Alabama
- Donations are distributed to the America's Thrift Store locations.
- Whatever isn't/can't be sold is sent to their wholesale partner to be recycled then sold to buyers, typically in international markets

Employee Hiring

- Provide over 1,500 jobs from drivers to retail associates and managers

From the ATS Career Page:

What's in it for you!

- EVERY employee is bonus eligible
- On Demand Pay
- Many jobs are full time, working Monday-Friday with daytime hours and weekends off
- Employee Discounts
- Paid Time Off for Full Time Employees
- Leadership and growth opportunities
- Medical, Dental, Vision, 401(k) benefits for full time employees who work more than 30 hours per week
- Variety of jobs including Monday-Friday day shifts
- Need flexible part time? We've got that too!
- Growth opportunities
- Help others through our charity partners
- Save the environment

II. Thrift Store: Competition



AMERICA'S THRIFT STORE OUTREACH

Where does the money go?

- The org is for-profit
- **Charities:**
 - *Make-A-Wish Alabama*
 - *Children's Healthcare of Atlanta*
 - *Home of Grace*
 - *Adult & Teen Challenge Mid-South*
 - *Make-A-Wish Middle Tennessee*
 - *Louisiana Adult & Teen Challenge*



II. Thrift Store: SUMMARY

SUMMARY

- Reach younger audiences (Millennial & Gen Z) while maintaining current audiences (those in need).
- Be consistent with posting on Facebook.
- Keep information on Facebook current (store hours, donation information, volunteer information, location, etc.)
- Collect contact information from volunteers & donors.
- Ask for donations & volunteers.



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III: DONATIONS



Donations Statistic

Since current tactics work for Gen X and Elder Donors, these statistics focus on attracting new donors.

Millennials

- 84 % Donate to Charity
 - *Average of \$481 of Annual Giving, per Person*
 - *Supporting 3.3 Charities per Person*
- Places of Giving:
 - *Worship*
 - *Health Charities*
 - *Human Rights*
 - *Children's Charities*
- 39% Use Online Giving Platforms
- 84% Want to See Impact of Donation

Gen Z

- 10% Want to Start Their Own Charity
- 44% Donate to Charity
 - *Averaging 4 Billion per year*
- 27% Volunteer Regularly
 - *Influenced by Peers or Schools*
- 57% Research Non-Profits Before Giving, Mainly Through Social Media
- 25% Donate by Text Message or Apps
- 60% Want to See the Impact of Donation

III. Donations: Partnerships



CREATE PARTNERSHIPS

Initiate set days for one day every quarter to allow for donations at local churches, schools, and businesses.

Have boxes located at the Salvation Army Thrift Store that local businesses can pick up to use as donation bins.

- **Church Donation Drives:**

Have local churches set up specific days each month to gather donations from church members in as initiative to gather more donations and donors. Each church can have a donation drive once or twice a year.

- Church members will be more likely to contribute if it takes place at the church, where they will already be at least once a week.
- After each donation drive a volunteer from the Salvation Army or a member of the church can bring the donations back to the thrift store.
- This provides an easy way to donate at a place that the donor regularly attends. It also allows the Salvation Army to have a safe holding place for donations that are protected until brought to the thrift store.
- Have an area of bins for items being donated, but also a place if people would rather donate money instead, they can.
- Could be held during a time where there is a more increased presence at the churches (e.g., Christmas, Easter, Thanksgiving).

- **How to Implement:**

- Churches can come to the thrift store and pick up resources such as bins and flyers for a donation drive.
- The local Salvation Army and participating church can promote it on social media pages.
- Once the donation drive is finished, someone from the church or Salvation Army can gather the donations and take them to the thrift store.



III. Donations: Partnerships

CREATE PARTNERSHIPS

- **School Partnerships (Donations)**

Partnering with local schools could increase donations.

- Most schools have a lost and found system in which many clothing items are not claimed by the owners.
 - A Salvation Army volunteer could pick up the lost and found twice a year, before Christmas break and before the school year is over.
- If the school system allows it, flyers (containing information as to where people can donate and a little background on what the Salvation Army does for the community) could be sent home with kids to promote further donations.
- Have a designated donation bin in the school lobby that students and faculty can drop off donations throughout the week. Each week the donations can be sorted and gathered to take back to the thrift store.
- Have a donation drive at the school a couple times a year that gives incentive to students to bring in donations.

- **Examples:**

- Highest donations in each class/grade get a reward (pizza/ice cream party, movie day, extra recess, etc.)
- If enough donations are gathered the entire school can get something in return (an effort to bring in a surplus of donations)

- **High School Partnerships (Volunteering)**

Partnering with local High Schools to gather high school students as volunteers.

- High school students could complete their volunteer hours during donation events.
- They could also help pick up donations at various locations and delivering them to the thrift store.
- Donation drives could also be held at the local high schools and the students could volunteer to run the event.

III. Donations: Partnerships



CREATE PARTNERSHIPS

- **Community Group Partnerships:**

Partner with local groups such as girl scouts, boy scouts, big brothers/ big sisters, etc. as a volunteer initiative for the thrift store.

- Latino Networking Event is an event held every month at a different Hispanic owned local business. Partnering up with them will help spread the word about the Salvation Army among the Hispanic community. Through this the Salvation Army could partner up with local businesses and allow them to have a place for donations at their stores.
- Partner with local events and festivals to set up a booth or special area to donate items or money. Have people who work for the Salvation Army present and tell people about what the Salvation Army does and hand out pamphlets for resources to donate/volunteer.
- CLILA is a nonprofit organization that hosts local events and festivals and could potentially be a good partnership to promote donations for the Salvation Army.

- **How to implement:**

- Have a sign-up sheet that is accessible both online and in store that community groups can sign up to volunteer time.
- Local groups can go to the thrift store to volunteer or help volunteer at local donation drives helping gather donations.



III. Donations: Partnerships

CREATE PARTNERSHIPS

- **Local Business Partnerships:**

Reach out to local businesses and help create a space at those stores to drop off physical and monetary donations.

- Partner with businesses to put up flyers in stores, share social media posts to its audience, and create a community for those that shop at those businesses and those that donate to the Salvation Army.
- Implement a coupon ad for customers who donate money to the Salvation Army (Ex. A sheet of coupons given out when checking out if the customer chooses to donate; more money donated, bigger sheet of coupons)
- Types of local businesses to partner with: Kroger, Walmart, Food City, Academy, locally owned stores, boutiques, etc.
- Host events (such as a donation drive or charity event) at local restaurants to create an initiative with the restaurant where proceeds from each bill will go towards the Salvation Army (Ex. 5-10% of the total goes to the Salvation Army). They can also have a designated area at the restaurant if people want to bring items to donate.
- Reach out to nursing homes and possibly take donations from residents who have passed and don't have family to claim their items.

- **How to implement:**

- Local businesses can reach out to Salvation Army and create a partnership to utilize resources such as bins to set up in stores.
- Every week donations can be gathered and taken back to the Salvation Army Thrift Store.
- Both local businesses and the Salvation Army can share posts on social media on where these donation bins are located and the incentives to donate at that store, such as coupons or a percentage of money being donated.
- Donation Trucks can pass by places with significantly big donations, like house, or can even create a donation drive. Stop at stores like Walmart or Kroger to let people drop off donations. A donation truck can be at events so people can drop off their belongings.

III. Donations: Marketing Plan



MARKETING PLAN

Basic Tips & Tricks

- Maintain a consistent posting schedule
 - *Post 3-4 times per week (Tuesday – Friday)*
- Use location tags for donation location or main office
- Add Hashtags:
#SalvationArmy
#Volunteering #DoingTheMostGood #HelpingOthers #DaltonDedicated #ChangingChatsworth
#WaysToGive #SalvationStrong

*** Posts for this page need to be more sensitive so they don't give away personal identification of residents seeking need. Anonymous posts and testaments are recommended.*



III. Donations: Marketing Plan

MAIN PAGE SOCIAL MEDIA IDEAS

- The main Salvation Army Page can be a great platform to generate donations and inspire more people to volunteer.
- The following are general goals to achieve donations and volunteer generation
 - **Be Consistent:** *Post more often and more consistently following a post schedule*
 - **Inform:** *Provide information on the ways the Salvation Army helps the community*
 - **Make it Easy:** *Have information about donating and volunteering readily available*
 - **Spotlight:** *Acknowledge volunteers, regular donors, and business donors*
 - **Call to Action:** *Frequently post calls to action in each post (examples: Follow the link to donate, Follow the link to volunteer, Tag the thrift store to send audience to their page)*
- Post about the programs to provide more information.
- Highlights
 - *Programs highlight*
 - *Ways to Help highlight*
 - *Donation FAQ highlights*
- Links Page
 - *Link to donation page*
 - *Link to thrift store page*



III. Donations: Marketing Plan

POSTING SCHEDULE EXAMPLE

This is an example of a 5-day posting schedule. If needed the schedule can be alternated between a Mon/Wed/Fri week and a Tues/Thurs week.

| | M | T | W | T | F |
|-----------|-----------------|----------------------|------------------------|-------------------------|---|
| Instagram | Mission Mondays | Testimonial Tuesdays | Ways to Help Wednesday | Thank a Donor Thursdays | Do Good, Feel Good Fridays: Volunteer Spotlight |
| Facebook | Mission Mondays | Testimonial Tuesdays | Ways to Help Wednesday | Thank a Donor Thursdays | Do Good, Feel Good Fridays: Volunteer Spotlight |



III. Donations: Marketing Plan

MARKETING SCHEDULE EXPLANATIONS

The following schedule can be cross-posted on both Instagram and Facebook

- **Mission Mondays**
 - *Showcase a program that is part of the Salvation Army's mission. Provide details about the program (who it helps, when it runs, the impact on the community)*
- **Testimonial Tuesdays**
 - *Post either an anonymous quote from a person that has benefitted from one of the Salvation Army's programs or a quote from a volunteer about their experience and their perspective on the impact of the Salvation Army.*
- **Ways to Help Wednesday**
 - *Provide information to audience about how they can help support the Salvation Army. Information can be provided in a "slider" post on Instagram or an infographic on Facebook. Post stories to direct audience to donation or volunteer links.*
- **Thank a Donor Thursdays**
 - *Spotlight either a business or individual that has donated to the Salvation Army. If they made a large donation that went to a specific program, highlight that in the caption.*
- **Do Good, Feel Good Fridays**
 - *Spotlight a volunteer and thank them for their hours of service. End post with a call to action to follow a link to sign up to volunteer.*



CAMPAIGN IDEAS: REVAMPING TEL-A-THON

- **Tel-A-Thon Drive (mixed with social media livestream)**
- Livestream the telethon on social media accounts (Instagram and Facebook) include a link that viewers can click on to donate
- 4 to 6 months in advance: call up local businesses and donors to sponsor the drive.
 - *For example, call gold sponsors to match last year's donation*
- 2 to 3 months before: Start showcasing & posting about the drive – making people aware on all platforms
 - *Focus on promoting the impact that the tele-a-thon makes to the community & how small donations can go a long way*



MONETARY DONATION IDEAS

- To help increase donations you should map out current and previous professional partners to assist in the encouragement of donations. Reach out and ask them to help spread the word.
- Encourage buyers to round up their totals in the Thrift Store to the next whole dollar to support The Salvation Army.
- Offer incentives such as an in-store discounts to use in-store for a minimum donation. For example, if they bring in a bag full of donations, you could offer them a discount in return- to further encourage more donations.
- Educate potential donors on how to donate online
- Hand out small notecards (business card size) with details on how to donate to SA



III. Donations: Marketing Plan

NON- SOCIAL MEDIA MARKETING

- News Paper Ads leading up to events (Tele-a-Thon, Summer Camps, Angel Tree, Bell Ringing, etc.)
- Hang informational flyers about upcoming events, ways to donate, or SA facts throughout the community (coffee shops, boutiques, restaurants, schools, etc.)
- Ask local businesses (coffee shops, boutiques, or restaurants) to host a week of donations
 - *Local stores to put donation jars at registers*
 - *Ask them to post on their own social media pages to promote donations*
 - *Ask them to consider donating a percentage of sales for a day or week to Salvation Army*



III. Donations: SUMMARY

SUMMARY

- Be consistent with posting on Facebook.
- Keep information on Facebook current (donation information, volunteer information, location, etc.)
- Ask for donations & volunteers.



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IV: ADDITIONAL SUGGESTIONS

IV: Additional Suggestions



PROMOTING SALVATION ARMY (FUTURE PLANS)

- Create a Stronger Social Media Presence:
 - Create social media accounts for The Salvation Army on other popular platforms such as Instagram, Twitter, and YouTube



IV: Additional Suggestions



SOCIAL MEDIA AUDIENCE REACH & EXAMPLES

• FACEBOOK

- *Target Audience: Upper/Middle-Age > Gen X & Boomers*
 - Set up a Q & A where they can ask for more info
 - Be clear & consistent with your info
 - Set up a donation link
 - Spotlight local donors weekly

• INSTAGRAM (future)

- *Target Audience: Community/School Groups/Millennial - Gen Z*
 - Spotlight local schools that have the most volunteer hours
 - Post local schools who are participating in donations

• LINKEDIN (future)

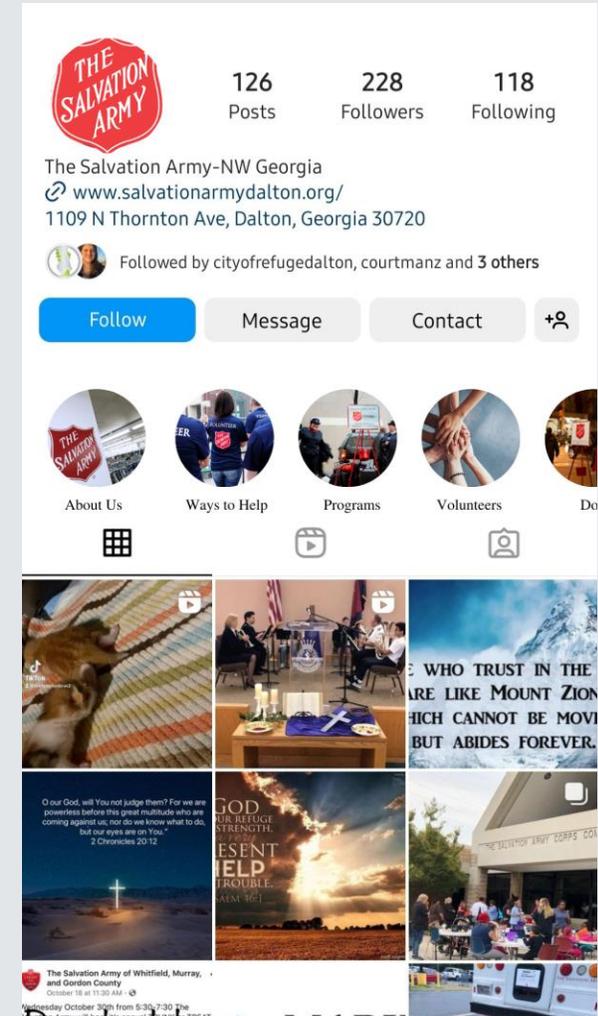
- *Businesses & Upper/Middle Class/Community Service*
 - Set up volunteer page that automatically adds up your hours & students can just easily forward it to their schools
 - Post about the mission & the different projects they are accomplishing

IV: Additional Suggestions



PROMOTING SALVATION ARMY (FUTURE PLANS)

- Highlight Programs and Services:
 - Use social media to highlight the various programs and services that The Salvation Army offers, such as emergency assistance, disaster relief, food banks, and addiction recovery programs.
 - Share statistics and success stories related to these programs to demonstrate their impact.
- Host Online Events and Campaigns:
 - Host online events such as virtual fundraisers, contests, or awareness campaigns to engage with your audience and promote The Salvation Army's mission. These events can be promoted on social media platforms and can also help to generate traffic to the organization's website.
- Use hashtags:
 - Use relevant hashtags that align with The Salvation Army's mission, such as #DoingTheMostGood, #FightForGood, and #ServingOthers. This can help The Salvation Army's social media posts to be discovered by a wider audience.





IV: Additional Suggestions

PROMOTING SALVATION ARMY (FUTURE PLANS)

- Talk to Salvation Army leaders and get an interview showing their passion for helping the community!
- Share stories and testimonials
 - Use social media to share stories of individuals who have benefited from The Salvation Army's services or of volunteers who have helped the organization. Also, post testimonials from donors who have supported the organization. These stories and testimonials can be shared through posts, videos, and graphics.
- Respond to comments and messages: Monitor social media accounts for comments and messages, and respond promptly to inquiries, feedback, and requests. Engage with your audience to build relationships and increase engagement.

IV: Additional Suggestions



PROMOTING SALVATION ARMY (NON-SOCIAL MEDIA IDEAS)

- **Coupons**
 - Through receipt from Thrift Store or via email
 - Used more as an incentive for shoppers or donors
- **Yard Signs** (estimated \$2.75/ pcs, if ordered in large quantity)
 - Information with the guidance of who to contact if they need assistance
 - Offered to donors to show pride
- **Pamphlets** (estimated .05c; 500 PCS = 25\$)
 - Churches, shopping centers, grocery stores, and local stores
 - Pamphlets that show all the programs and what the donation money will fund



IV: Additional Suggestions

PROMOTING SALVATION ARMY (NON-SOCIAL MEDIA IDEAS)

- **QR codes**
 - Coffee shops, a local gym, a local restaurant, and Dalton state bulletin boards
 - QR codes will take them to the salvation army web page/social media/donation link (Cash app, Venmo, and GoFundMe)
- **POP Booths**
 - School events and local events
 - Collaborate with schools to create mini programs/events that challenge the kids to help spread awareness or make donations
 - For example, set up a booth at the Black Bear Festival in Murray County; many locals attend
 - Junior Achievement of NW Georgia

IV: Additional Suggestions



FACEBOOK BEST PRACTICES



- Play the "Facebook Game" with the algorithm.
 - Facebook updated their algorithm and rules. It used to be normal to post daily and fill the news feed with content, but that is no longer the case. You should post no more than five times per week. For the posts per week, try to facilitate conversation and engagement or Facebook will hinder your post from being seen. Ask questions, phrase your caption in a thought-provoking way. Engagement has become even more important as it will help your posts stay relevant on the feed and make your audience feel heard.
- Respond to Comments and Messages
 - Responding to your audience creates engagement and builds loyalty.
- Keep the "About" tab current and full of information about volunteering and donating.
 - Email, phone number, social channel links, description, story, etc... are critical to keep relevant and consistent across online platforms in order to help with SEO.

IV: Additional Suggestions



HELPFUL PROGRAMS & APPLICATIONS

• Hootsuite (FREE VERSION)

- *Hootsuite is a social media management platform that allows you to schedule content for multiple days and times and it will post it for you during the allotted time. They have a free version that allows you to schedule up to five posts a week. You can connect Twitter, Pinterest, YouTube, TikTok, LinkedIn and Facebook accounts. Click the “create” tab to pick which accounts to post to and then customize the post by adding a caption, emojis, photos, and videos. The “planner” tab allows you to see what has been scheduled and for when to review what posts you have for the week. However, this does not add posts to social media stories so you will have to do this manually through the different apps.*



• Meta Campaign Planner (FREE)

- *A standalone tool by Facebook that can draft and share media plans across Facebook and Instagram. You can create & save the reach and frequency predictions for your page. It can be used to share your plans in various formats, including email, a preview link or .csv format*
- *Paid advertisement can be created using this platform.*



• Mailchimp (FREE VERSION)

- *Email marketing platform that will help you design emails about events and promotions to send to subscribed members. The Free plan includes up to 500 contacts and 1,000 sends per month, with a daily send limit of 500.*



IV: Additional Suggestions



ENGAGING FUTURE LEADERS

- **Recruiting Future Community Leaders**
 - *Partner with programs like Leadership Dalton through the Greater Dalton Chamber, to recruit future business leaders to Board of Director positions.*
- **Engagement with high school & college students**
 - *Promote volunteering through local high schools and colleges*
 - *Partner with student organizations and fraternities/sororities at Dalton State like:*
 - Social Work Club
 - Students Advocating for Volunteer Efforts (SAVE)
 - Alpha Kappa Lambda
 - Alpha Sigma Tau
 - Alpha Omicron Pi
 - *Volunteering at a young age leads to activism with the organization in the future*



OVERALL CONTENT STRATEGY IN 3 STEPS

1. Provide Information & Advocate

- Many people like to be informed about an organization before donating time and money. Therefore, the first step to getting someone's attention is to tell your story.
- Answer:
 - Why choose Salvation Army over other Charities or Thrift Stores?
 - How is Salvation Army "Doing Good" for the communities of Dalton and Chatsworth?

2. Promote Volunteering

- Engaging with younger generations at an early age through volunteerism fosters a long-term relationship.
- Remind people that volunteering doesn't have to be an all-day task. A few hours at a time goes a long way!

3. Promote Donating

- After receiving information and volunteering, people are more likely to donate.



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V. COMPARE AND CONTRAST

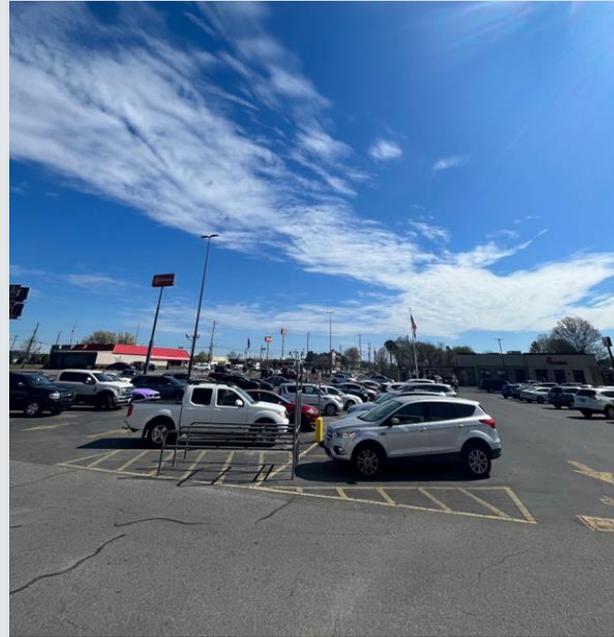
V. Thrift Store: Compare & Contrast

AMERICA'S THRIFT STORE



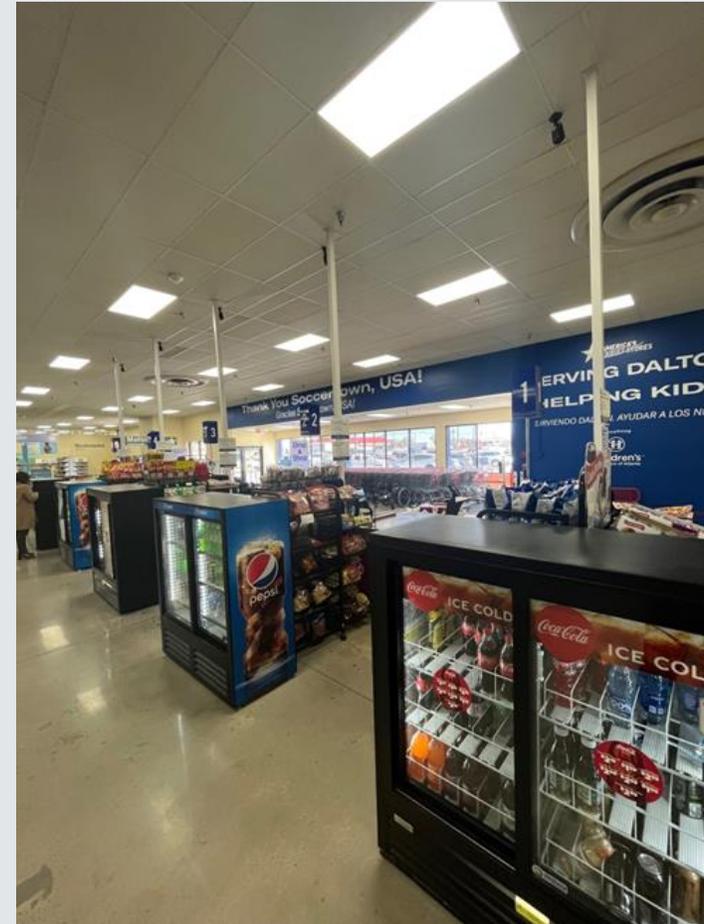
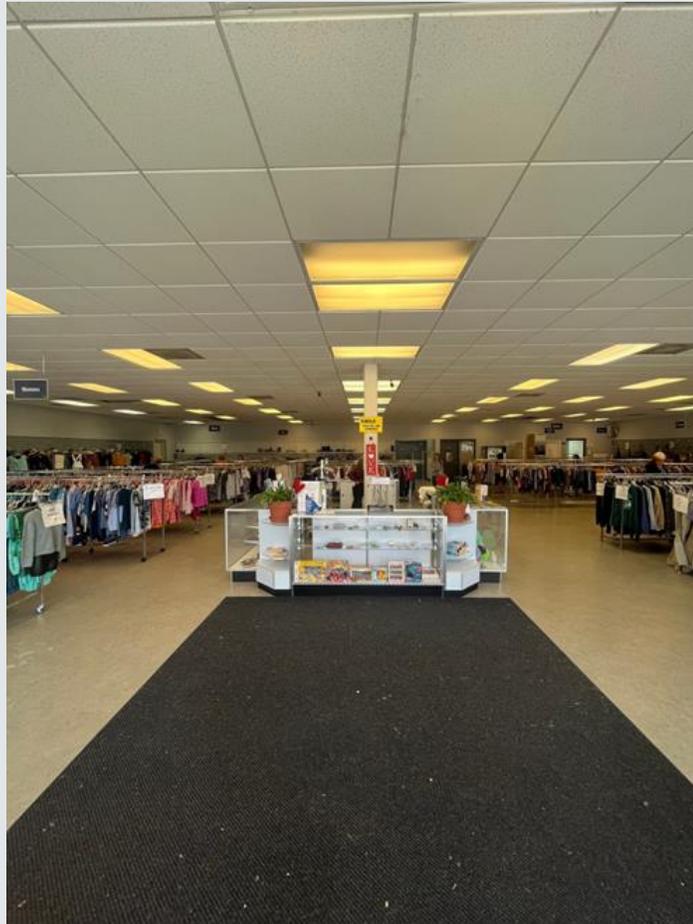
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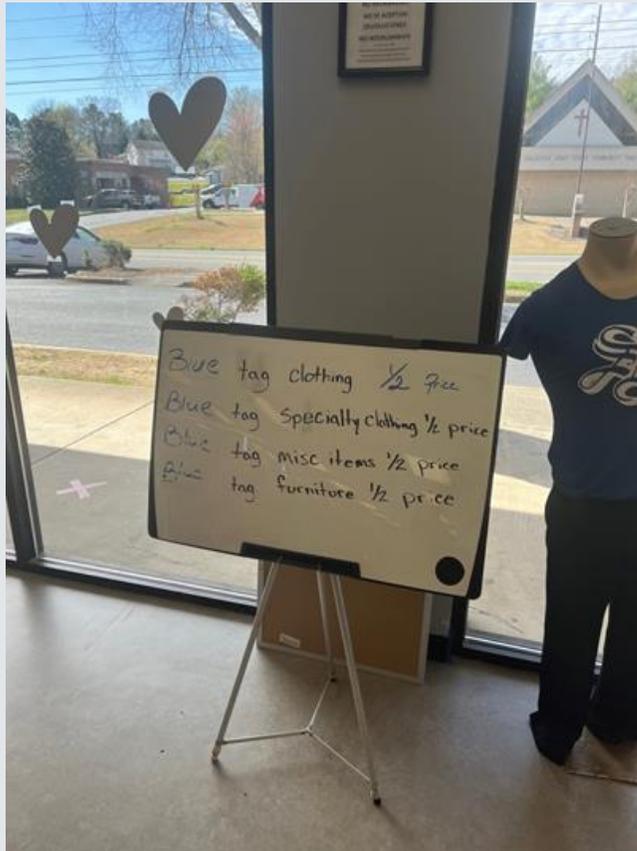
V. Thrift Store: Compare & Contrast

AMERICA'S THRIFT STORE



V. Thrift Store: Compare & Contrast

AMERICA'S THRIFT STORE



Blue tag clothing 1/2 price
Blue tag Specialty clothing 1/2 price
Blue tag misc items 1/2 price
Blue tag furniture 1/2 price



| Clothing | Adult | Children |
|--------------------------------------|-------|----------|
| Blazers (Chaqueta de sport) | 6.99 | 4.99 |
| Bras (Sosten) | 1.99 | 1.49 |
| Coveralls (Overoles) | 9.99 | 6.99 |
| Dresses (Vestidos) | 6.99 | 4.99 |
| Dress Shirts (Camisa de vestir) | 3.99 | --- |
| Jeans | 6.99 | 4.99 |
| Leotards | 3.99 | 2.99 |
| Maternity (Maternidad) | 4.99 | --- |
| Newborn to 24Months (Recien Nacidos) | --- | 1.49 |
| Nightwear (Ropa de dormir) | 4.99 | 2.49 |
| Slacks (Pantalones) | 6.99 | 3.99 |
| Shorts (Pantalones cortos) | 4.99 | 3.99 |
| Shirts/Blouses (Camisa/Blouse) | 3.99 | 2.99 |
| Suits (Trajes) | 6.99 | 3.99 |
| Sweater's (Sweaters) | 6.99 | 4.99 |
| Sweatshirts | 4.99 | 3.99 |
| Skirts (Falda) | 1.99 | --- |
| Scrubs (Materiales) | 4.99 | 1.99 |
| Swimwear | 1.99 | 2.99 |
| T-Shirt (Camiseta) | 1.99 | --- |
| Tank Tops (Sin Mangas) | --- | 1.99 |
| Toddler (Niños) | --- | .99 |
| Underwear | .99 | .99 |



V. Thrift Store: Compare & Contrast

AMERICA'S THRIFT STORE



V. Thrift Store: Compare & Contrast



AMERICA'S THRIFT STORE





COMPARE & CONTRAST

America's Thrift Store

- America's Thrift Stores is in a shopping center that provides more parking.
- They have five cashiers and keep items like drinks and snacks by registers.
- America's items are all tagged and have higher prices.
- Items sorted in an aesthetic way.
- Overall, cleaner, smells good, and organized.

Salvation Army

- Salvation Army has very limited parking.
- They only have one cashier, located in the center of the store. The register area also hold higher value items.
- SA has preset bottom prices for clothing except for a few items which are specifically tagged.
- Items are sorted into departments but are not displayed in a pleasing way.

V. Thrift Store: Compare & Contrast



PROVIDENCE MINISTRIES (*SOUTH THORNTON*)



V. Thrift Store: Compare & Contrast



SALVATION ARMY



PROVIDENCE



V. Thrift Store: Compare & Contrast



SALVATION ARMY



PROVIDENCE



V. Thrift Store: Compare & Contrast



SALAVATION ARMY



PROVIDENCE



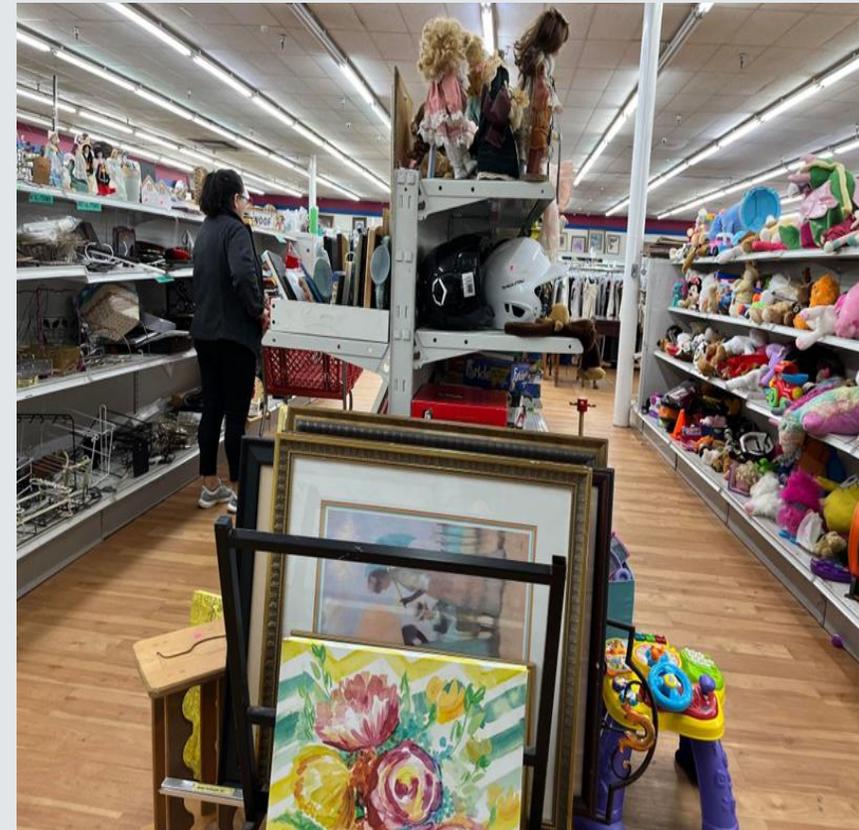
V. Thrift Store: Compare & Contrast



SALVATION ARMY



PROVIDENCE



V. Thrift Store: Compare & Contrast



SALVATION ARMY



PROVIDENCE





COMPARE & CONTRAST

Providence Ministries

- Interior was cluttered and had little organization
- Shelves were overcrowded with merchandise
- They had too much inventory and it was hard to locate items
- Items were priced individually rather than pricing by color coding
- The interior had bright lighting and a lot of floor space, but the disorganization made it difficult to know where to start

Salvation Army

- Interior was more organized
- Some shelves were bare, and did not have a lot of merchandise displayed
- They had a smaller variety of clothing, but it appeared cleaner and more elegant
- Salvation Army color coded by price, instead of having a different price for each brand of clothing!
- The interior had dim lighting and less floor space, but it was organized well



PROVIDENCE CLEVELAND HWY

Salvation Army

Providence



PROVIDENCE CLEVELAND HWY

Salvation Army



Providence





PROVIDENCE CLEVELAND HWY





COMPARE & CONTRAST

Providence (Clvd Hwy)

- Has all clothes organized by size & categories
- Music was in the background
- They are not color coordinated
- Providence did not have section signs
- Prices & sizing are tagged individually
- Does have a loyalty card program
- Shared parking with other discounted outlets
- Some information on how donations are used was placed on the counter.
- Donation drop off was placed in the back of the store

Salvation Army

- Minimal Parking space
- Salvation Army organization is minimal (clustered)
- Department sections consist of some color coordination
- Brand-name clothing items were a bit overpriced
- Salvation Army has department section signs
- Salvation army does not have a reward program
- Donation buckets are placed at the front of the store

V. Thrift Store: Compare & Contrast



SIMPLY DELIGHTFUL



V. Thrift Store: Compare & Contrast



SIMPLY DELIGHTFUL



V. Thrift Store: Compare & Contrast



SIMPLY DELIGHTFUL



V. Thrift Store: Compare & Contrast

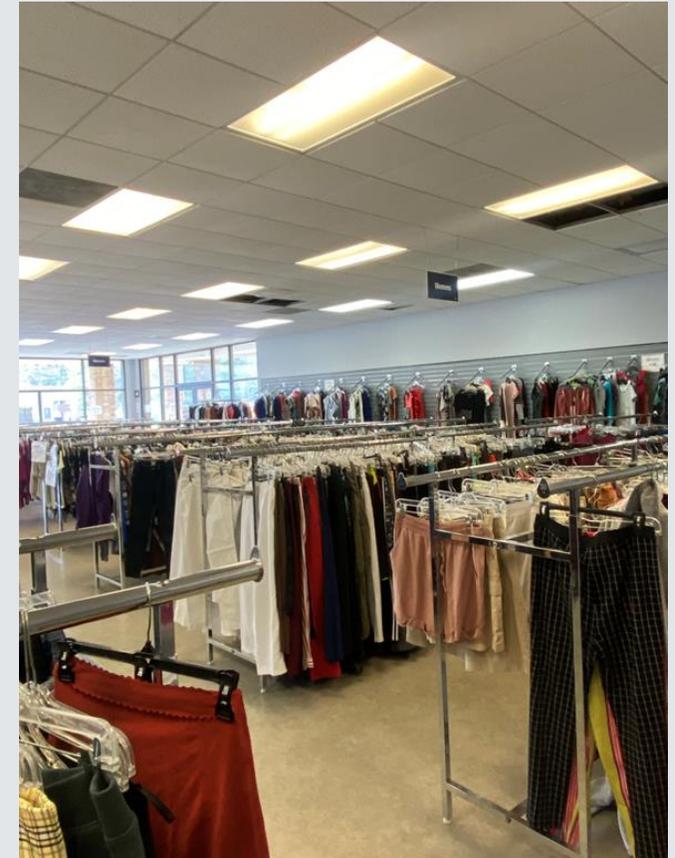


SIMPLY DELIGHTFUL



V. Thrift Store: Compare & Contrast

SALVATION ARMY THRIFT STORE



V. Thrift Store: Compare & Contrast

SALVATION ARMY THRIFT STORE



V. Thrift Store: Compare & Contrast

SALVATION ARMY THRIFT STORE





COMPARE & CONTRAST

Simply Delightful

- Simply Delightful is a consignment shop
- Merchandise profit is shared between owner of the store and owner of the items
- More variety in women's clothing
- Cluttered setup of items
- Higher-end items and pricing
- Creative mannequin displays

Salvation Army

- Salvation Army store items are donated, and the organization is non-profit
- Salvation Army carries more variety in children and men's clothing
- Offers more houseware items
- Cleaner and organized display of items
- Lower pricing spectrum
- Needs more mannequin displays

V. Thrift Store: Compare & Contrast



GOODWILL - CHATSWORTH



V. Thrift Store: Compare & Contrast



GOODWILL - CHATSWORTH



V. Thrift Store: Compare & Contrast



GOODWILL - CHATSWORTH



V. Thrift Store: Compare & Contrast



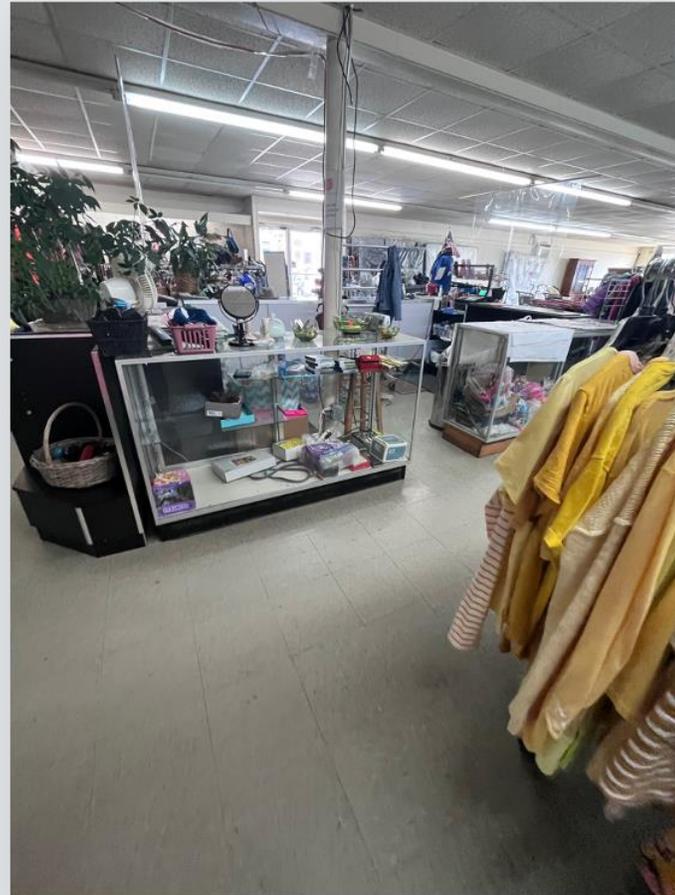
SALVATION ARMY - CHATSWORTH



V. Thrift Store: Compare & Contrast



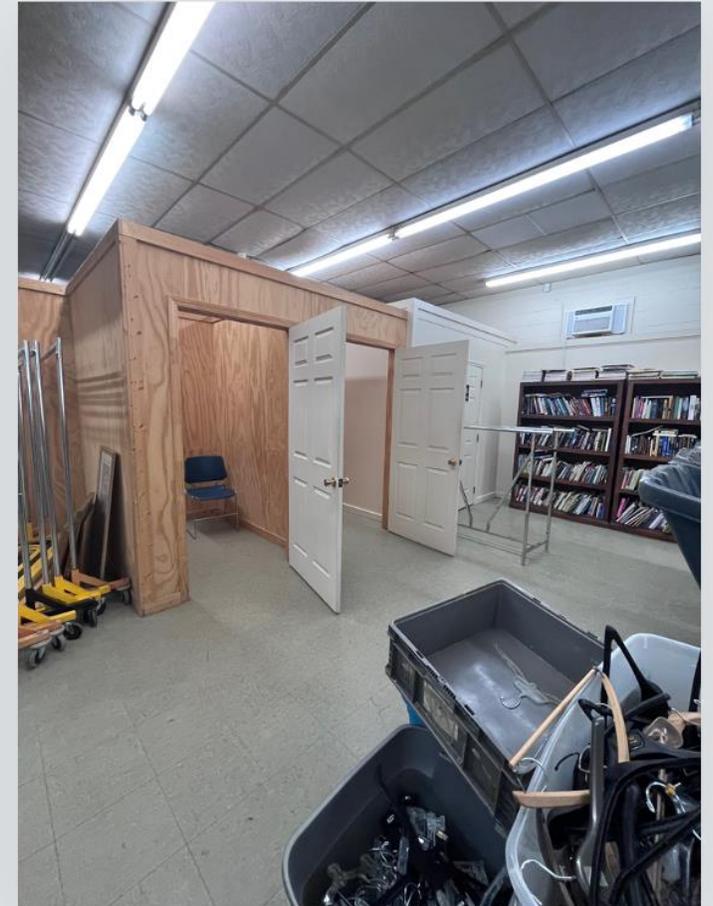
SALVATION ARMY - CHATSWORTH



V. Thrift Store: Compare & Contrast



SALVATION ARMY - CHATSWORTH





COMPARE & CONTRAST

GOODWILL - CHATSWORTH

- Bigger parking lot
- Both entrances are open
- Located in a plaza along with other stores
- Donation bins are located outside
- Clothing is organized
- Other such as accessories and furniture are organized
- Fitting room has a sign above the door

SALVATION ARMY - CHATSWORTH

- Customers can park on the gravel on the side of the store
- Front entrance is closed, but customers can enter through the side entrance
- Donation bins are located outside
- Clothing is organized
- Accessories and furniture aren't as organized
- No sign above the fitting room



STORE & DONATION HOURS

PROVIDENCE:

- Monday – Saturday: 8am-5pm

AMERICA'S THRIFT STORE:

- Monday – Saturday: 8am-9pm
- Sunday: 11am-8pm

GOODWILL - CHATSWORTH:

- Monday – Saturday: 9am-7pm
- Sunday: 10am-6pm

SALVATION ARMY:

- Tuesday – Saturday: 10am-6pm

- Providence, America's Thift Store, and Goodwill allow for after hour drop offs or have drop-box locations
- All except Goodwill offer pickup service



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QUESTIONS?



HELPFUL LINKS:

- [How to Use Instagram Highlights Strategically](#)
- [6 Essential Social Media Strategies](#)
- [Instagram Donate Button Tutorial for Nonprofits](#)
- [Increase Your Facebook Page Organic Reach](#)
- [Canva for Nonprofits](#)
- [Creating content and graphics on Canva for Nonprofits](#)

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Morgan Lehman

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Odaliz Martinez

Kynlie Massey

Patrick Cole McCrary

Mindy McDaniel

Larisa Mendoza Carmona

Jonathan Moorer

Edwin Morales

Ivis Morales

Roberto Morales

Carolina Oyola Rodriguez

Ricky Pineda

Emily Ramirez

Alberto Reyes

Monse Reyes

Kiera Snowney

Haley Tillery

Melissa Valencia

Aram Valenciana



DALTON STATE
WRIGHT SCHOOL OF BUSINESS