**About Us:**

Re.Use.Full was born out of the idea that when the right resources are available, nothing should go to waste. The social enterprise Do Good Do Well decided that there was a more meaningful way to make this happen – pairing donors looking to get rid of unwanted items with local nonprofits that put out the need for such things.

You see, the idea of mindfully getting rid of lesser known recycled items can be daunting. By allowing the donor to input what they need to get rid of, and matching them with local organizations that could use said items, Re.Use.Full is successfully taking the hard to recycle items and making the exchange happen with ease. Whether it’s pens sitting in your junk drawer, clothes, gloves taking up space in your hallway closet, or forgotten electronics – we are here to match you up with a local nonprofit that could benefit from such items.

With your donations we are able to divert millions of pounds of waste from landfills and put them in the hands of people who really need it. Our process tailors the specific needs of organizations, as well as donors. Organizations can specifically designate what they need, and donors can choose what they are getting rid of and choose from a list of organizations that have put out the call for such items. Optimization and ease is our goal with this process, and we are happy to serve both sides of the mindful equation of getting rid of unwanted items in a meaningful way.

**Homepage:**

As far as the home page goes in reference to their logo and brief mission statement:

I would change the wording on the logo to “recycle” and then on the other hand use the word “receive.” Going forward, I think recycle and receive both sound entirely more professional and mindful than “get stuff” and “give stuff.” Wording underneath said logo: “Connecting People Who Need to Recycle Unwanted Items to Organizations That Need It.”

At the top where it currently reads “Home,” the wording would change to “Our Mission.” Underneath Mission it would state, “Recycling not only mindfully, but locally, can change the outcome of not just the longevity of our planet, but also the success of local organizations in need. We aim to make this exchange as smooth as possible in the hopes of fostering a hub for giving and receiving unwanted items.”

**Give Stuff:**

Home page link to this:

Suggesting this tab be changed to “Recycle” instead.

Underneath the image provided:

Have you recently cleaned out your closet, garage, or storage? Do you have unwanted items you have no idea what to do with that you might just toss in the trash? If this is the case, you’ve come to the right location. Re.Use.Full connects you to local organizations that have put out the need for various items. You can tailor your search results and pick an organization that makes sense to you, all while mindfully recycling your unwanted items.

Actual page link:

Did you know that the EPA estimates that 75% of the American waste stream is recyclable, but we only recycle about 30% of it? What about the fact that the average person generates about 1.5 tons of solid waste per year? These stats are staggering, and Re.Use.Full is aiming to put a dent in that number.

Re.Use.Full is an entirely free online service that enables you to search for verified and approved nonprofit organizations based off of the items you are looking to recycle, and inevitably donate. By doing this, you are giving your items a second life where they are needed for organizations doing good for the community.

The process is tailored to you, meaning you can choose:

-What items you would like to donate

-Which organization you would like to give to

-How close the organization is for drop off, or if you need the items picked up

Mindfully Donating:

At Re.Use.Full, we understand you want to know more about the organizations you are giving your items to. Your search results will provide a list of organizations that have put out the need for the types of items you are getting rid of. Along with that, we provide the necessary background information on the organization, a way to contact them, and an address for dropping off your items. By utilizing our platform, you can rest assured that you are giving to worthy nonprofits that these items would impact in an amazing way.

The Catch:

There isn’t one. We only ask that if you have told an organization you are going to be donating items, that you follow through. These local nonprofits rely on donations to help them implement their daily functions, and it would be detrimental to their process if your items never made it to their door.

\*Find an organization now\*

**Get Stuff:**

\*Receive\*

Home page link to this:

Are you a nonprofit organization who currently has a list of items you need donated? Are you unsure of how to put the call out for these items? Re.Use.Full seeks to help you get the word out about which gently used items you need and will accept.

Actual link to the page:

\*Receive\*

Are you a nonprofit who could benefit from receiving donated items?

Re.Use.Full is a free service that provides registered 501(c)(3) organizations with an easy way to indicate which types of gently used items you would accept. We give you a platform to explain who you are, what you do, and your mission to prospective donors looking to donate their items. On top of that, we provide links to our donors so they could potentially donate to your organization as well.

Potential donors can search for you by the items they need to get rid of, and they can also select:

-Which organization amongst the search that they’d like to give to

-How close they’d like to be to the organization for drop off

-Whether or not they need the items picked up

If you’re a match, the donors would then get in contact with you about how and when to donate their items. They’ll feel good mindfully recycling their items to an organization in need, and you’ll receive the items you actually have a need for. You may just gain a new volunteer or cash donation as a result of the process as well!

No Cost to You

At Re.Use.Full, we are creating a hub for giving and receiving. There is no cost involved, but actively keeping up on your donation listings is key to making this process work. We ask that you check in with us monthly to ensure your list of needed items remains up to date. Donors want this process to be effortless, and contacting local organizations that don’t have use for their items anymore defeats the purpose of the website. We understand that running nonprofit organization is busy work, so we’ll even send you an email reminder when it’s time to update your page.

**Tips for Donors:**

\*As I stated in my usability report, utilizing this as a more question and answer scenario could go a long way in answering questions even before our potential donors have them\*

How used can my items be? Do they have to be in excellent condition?

-Our rule of thumb when deciding whether an item is in good enough condition to be donated is: would you give it to your sibling? Clothing with massive holes in them, books with tons of pages ripped out, and shoes with the soles out aren’t exactly items that could be reused by organizations. We aren’t asking for excellent condition, we just ask that you be mindful when deciding if something is in good enough condition to go to a second home.

Are there any restrictions on what can be donated?

-There aren’t many restrictions on what can be donated, but we just ask that you don’t donate any off-season items, expired canned goods, recalled foots, etc. We understand that your off-season items need a home, but organizations have limited space for such items when they’re not in season.

How do I know I am giving my items to a legitimate organization?

-We do the work for you! All organizations listed on the site are registered 501c3 nonprofits that we have verified. If you have specific requirements for your organizations mission, most of those questions can be answered on the about page we have created for each, or by visiting the organizations website.

Will I get updates on how the organizations I’ve learned about are doing, or how they utilized my donations?

-We have a blog for that! While volunteering for these organizations is probably the best way to see how the items are being utilized, we also do features on different organizations, provide pictures of how the donations have impacted them, and offer testimonials of how these donations have helped. If you have any pictures of the process that you feel compelled to share, please do so by emailing suchandsuch@resusefull.org.

What if I know of a really good organization that I don’t see listed on the site?

-Please let us know! We are always looking for new organizations to add to the website, and we will get in contact with them. We ask that you email [suchandsuch@resusefull.org](mailto:suchandsuch@resusefull.org) with the name of the organization you think could benefit from our website.

**Tips for Organizations:**

What can I do to make my organization more appealing to potential donors?

-There are plenty of things you can do to make this happen. Having a working website that offers valuable insight into your organization is one of the biggest ways to appeal to potential donors. Also having a thorough about me page on our website, good contact information, and flexible hours for drop offs and pickups.

What can I do as an organization to make the drop off process easier on donors?

-We only ask that you are clear about where the drop off needs to occur. Providing clear directions on where in your organization to go to is key. Having an unloading dock on site will keep your donors wanting to come back to you as opposed to making them walk up three flights of stairs with their items.

What if I have a question about an item I need donated that isn’t already listed on the website?

-We understand that your organization may have a need arise for say, a piano. In this instance, if there is no clear way to put that in, let us know! We are always updating our website to match our donors and organization’s needs.

Are there any requirements that need to be met regarding pick up?

-This process is between you and your donor. Communication is key in knowing when and where to pick up, how much you’re picking up, and if the donor has physical limitations in helping you load the unwanted items.

What if a donor brings by items we didn’t put out a need for on the site?

-We understand that regardless of our specific process of getting rid of and receiving items, errors may still occur. If a donor tries to bring you something that you didn’t request, simply tell them that. We also ask you to make sure that your page is actively being updated for items you need.