



# **Donation Pick-Up**

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May 14, 2020

Executive Summary



Like clockwork! Every spring, hundreds of Steven's students walk across the podium and receive their prestigious degrees. What follows next is a sea of cars and family members, U-Hauls, and full dumpsters. Streets lined with furniture and large odds and ends that can't fit in a bin. The majority of the students are moving across the country, moving into modest apartments in new cities, and universities, or moving back home. All the belongings; the clothes, memorabilia, furniture, cutlery, whatever they choose to leave behind. All have a better place than the sidewalk clutter across campus and Hoboken. The resolution is simple and we don't need more street cleaners to sweep this sidewalk clutter. Stevens Institute of Technology students can donate their belongings with the help of GreenDrop. GreenDrop is an organization that works with The American Red Cross, Military Order of the Purple Heart, National Federation of the Blind, The Society of St. Vincent de Paul of Philadelphia. During the end of the year clean out, GreenDrop facilitates and manages the entire process of donating items into funds for the charities.

Household products and used clothes sold by GreenDrop make a difference for the environment, with our provision of unwanted items to individuals in need. Although a company for profit, their services for Stevens would be no cost. After collection GreenDrop sells your donations to area thrift stores. Items are also repurposed other than the former solution, the garbage bin. In 2018, proceeds from these sales totaled over \$3.1 million, which was broken down and given to the four charities: The American Red Cross, Military Order of the Purple Heart, National Federation of the Blind, The Society of St. Vincent de Paul of Philadelphia.

GreenDrop Service and process are so flawless that even if it wasn't free I'd still put my foot forward for them. When working with GreenDrop Stevens is provided with a sponsored

event with no money spent. The “Clean-out Concierge” they call themselves for they take care of everything after pick up will help move items out of buildings and off of streets and load into trucks themselves. Along with their free pick up a wide variety of different causes can be represented to motivate donations. GreenDrop also accepts a giant list of items.

“Clothing & Shoes: All men’s, women’s, children and infant clothing including outerwear, underwear, shoes and boots, jackets, ties, shirts, dresses, blouses, sweaters, pants, hats, gloves, handbags, purses, raincoats and overcoats, swimsuits, sandals, shorts, sleepwear, jeans, T-shirts and formal wear.

Household Items: Cosmetics and toiletries (unopened), eyeglasses and sunglasses, artificial flowers and trees, umbrellas, yarns and material, knick-knacks, antiques, jewelry, luggage, buttons, musical instruments, towels, area rugs-6x9 or smaller, Christmas and seasonal decorations, novelties, framed pictures and paintings, yard tools, hardware tools, bedding, draperies, blankets, bedspreads, quilts, sheets, pillows, and pillowcases.

Kitchenware: Cookware and bakeware, dishes, utensils, flatware, silverware, pots and pans, Tupperware, glasses, and cups, serving plates and trays, and canning jars.

Games/Toys: Fisher-Price and Little Tikes items, bicycles, tricycles, board and other games, stuffed animals, software for PlayStation, Xbox, and Wii.

Small Appliances: Irons and ironing boards, sewing machines, microwaves, clocks, hairdryers, electric griddles, blenders, coffee makers, and toasters.

Electronics: Flat-screen TVs, computer items including towers, printers, flat-screen monitors, hard drives, software and accessories, telephones, smartphones, answering machines, portable copiers, fax machines, calculators, stereos, DVD players, video cameras and equipment and radios.

Sporting Goods: Camping equipment, roller blades, ice skates, golf clubs, baseball, football, basketball, ice hockey, soccer, tennis, lacrosse equipment and accessories, skiing equipment and boots, and fitness items.

Books, CDs & Videos: Hardback, paperback and children’s books, CDs, DVDs, Blue Ray movies, electronics, books, and record albums.

Small Furniture: Solid wood furniture weighing less than 50 pounds such as end tables, coffee tables, lamps, nightstands, wooden chairs, rocking chairs, stools, and plant stands.”

A great organization to get involved with, a free service that helps you sort and donate large volumes of clothing and household items — ideal for pre-move organization. A professional concierge identifies which items can be donated, and helps you prepare for the drivers who will pack and remove your donation. The process and facilitation I analyzed to be the most efficient of GreenDrop’s resources are as follows.

The day of the event the facilities and the proper properties staff of SIT will provide boxes to students available at the Howe Center. To help further in the reduction of our carbon

foot, recycled boxes from around the departments and buildings on campus would be useful. Including the food services, facility plant, library. Students should be provided with ample opportunity throughout the day to grab a box of their own, boxes should be available on campus day of the event, in dorms, and at booths outside or near academic buildings. The trucks and workers will eventually arrive on campus at 10 am providing aid to students who need to bring items out earlier in designated areas. Trucks will be stationed around campus with workers. A map is provided with all locations, handouts and student wide announcements are the best to communicate the location of the positioned trucks to the students. Announcements for volunteers in emails would be a great push for community charity amongst the student board. Lastly larger items carried out by workers mobilize workers will be on call for off-campus housing students to come to pick up and 2 pm the event ends.

To market the event, social media accounts should promote it within weeks of the event, as well as increased posting as the event approaches. Emails to students should also follow the same pattern starting earlier in the year, increasing the series of emails as the event nears. The day of the event the final email and social media post should be streamed no earlier than 1:50 pm to reach out and remind all those with last-minute items they don't have room for. Flyers on campus should also be placed on campus, motivated faculty and students may verbally promote the event also.

To conclude using GreenDrop to facilitate their free services is a no brainer, the reduction in clutter and waste is greatly beneficial, and the donations to the four well known charities in the name of Stevens Institute of Technology is quite reputable. The marketing for the event can

practically be automated and take no more than a few clicks and taps to reach the entire school community. With the best intentions this event should become annual.

Appendix. Map



