



2024 Campus Race to Zero Waste Case Study Endicott College

Contact Info:

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Focus of Case study: The Annual Freecycle Thrift Store event takes place during CR2ZW. Clothing is gathered from residence hall donation bins and then students can thrift through them!

Detailed description of campaign or effort:

Each year prior to winter break, donation collection boxes are placed in each of the residence halls in an effort to collect unwanted clothing, shoes, and accessories. In the weeks leading up to the placement of the donation boxes, logistics and awareness about the Freecycle Thrift Store are promoted throughout different communication platforms such as Instagram, Endicott newsletters, and emails from Sustainability and other partnering departments. This event is orchestrated by The Office of Sustainability in partnership with the Office of Community Service.

The event is held in Lower Callahan, our hub for students, from 3 to 5:30pm. This year it took place on Monday, February 12th. All of the donated materials are sorted through to ensure that all items are quality and wearable. The quality materials are then separated into piles based on what the type of clothing is. All of the items are displayed on folding tables and clothing racks in Lower Callahan for students to shop through. There is an optional donation fee. All donations were given to Beverly Bootstraps, which is a local non-profit that has a permanent thrift store of its own. Similarly, any clothes in good condition that were not taken by Endicott Students were donated to the Beverly Bootstraps Thrift Store.

Planning steps & timeline to implement:

- Work with Community Service to decide on a date, time, and location. (Monday, February 12th, 2024, from 3-5pm in Lower Callahan.)
- Prepare outreach and communication initiatives with the Communications and Marketing Department.
 - Designing flyers
 - Creating mass email blasts
- Plan donation station collection dates.
 - This year we planned 5 donation station collection days. These were in various locations throughout campus and occurs on January 24th, 25th, 27th, and 31st and February 3rd.
- Place donation bins in each residence hall along with proper signage to ensure that the bins are used for the intended purpose.
- Place donation bins in academic buildings so that faculty and staff have a space to donate clothing.
- Periodically check on the status of donation bins to ensure that none were overflowing or being improperly used.
 - As bins filled up, empty them and bring collections to The Community Service Office so that their team can begin sorting through the collection.
- Final collection of donations and donation bins from all locations on campus.
- Sort through clothes and determine what can be kept and what needs to be removed.
- Organize clothing onto racks, tables and piles to prepare for the Freecycle Thrift Store.
- Set up Freecycle Thrift Store and host the event.
 - Set up included moving tables, chairs and donations to Lower Callahan. Proper signage and labeling were posted and included in the set-up process.
- Monitor all “selling” of items.
- Interact with students, faculty, and staff attending the event to educate them on what the event’s purpose is and how it is positively impacting waste diversion on campus.
- Pack up anything that isn’t “sold” and drop off at Beverly Bootstraps.

Resources and stakeholders involved

This event does not require a large budget or any budget at all. This event requires a lot of partnership, volunteer support and willingness to carry out manual labor. Specifically, volunteers are needed to sort through all of the donations. Office of Sustainability Staff was responsible for having staff members place bins, monitor bins, and empty bins. However, if we didn’t have the bandwidth to do so, volunteers would’ve been necessary there as well. Our collaboration with the Office of Community Service made this event possible.

Describe the Results of this campaign component

a. General results

- i. Social media attention is gained from this event. A lot of networking and connections are established during the thrift store also due to how much face time the Office of Sustainability gets with students, faculty, and staff.

b. Specific measurable impact figures, if applicable

Stats:

- Endicott donated an estimated 400 pounds of clothing.
- Endicott raised \$160 cash towards Beverly Bootstraps.

What would you do differently in the future?

This event runs really smoothly and our students and staff rave about it. That being said, there isn't a lot of room for change. However, because of the events popularity, I suggest extending the "thrift period." Last year we opened up from 3-5. I think there would be better traffic if the start time was at 12:30 and ended at 4:00. More traffic would ideally mean more clothes taken, potentially more money raised, and more student interaction with The Office of Sustainability.

What advice would you give to another college that wanted to do a similar effort?

Plan well in advance. This event takes a lot of coordination because there are so many moving parts. Students, faculty and staff should know about this event *at least* a month in advance. Given that the thrift store items rely on student, faculty and staff donations, people need enough notice to bring their donations in. Further, depending on the size of your office, volunteers will be needed. Planning in advance will provide ample time to gather volunteers. Lastly, establishing a strong partnership is important. Our Community Service Department was an integral partner in accomplishing this event.

Photos and Graphics

[Freecycle Thrift Store Signage Checklist](#)

Images / Ads:



Sustainability Coordinator, Emma, and Student Fellows, Kyle and Nate working the welcoming table at the Freecycle Thrift Store.



Students shopping at the Freecycle Thrift Store popup.

OOS X COMMUNITY SERVICE PRESENTS

FREECYCLE THRIFT STORE

SUGGESTED \$5 DONATION FEE



Shop donated items from Endicott community members, including recycled items such as clothes, office supplies, and home decor. The suggested entrance fee profits will be donated to Beverly Bootstraps!

MONDAY FEB. 12TH
Lower Callahan
3-5pm

 [sustainableendicott](#)
 sustainability@endicott.edu

Canva used for advertising.