



# RHODE ISLAND RESOURCE RECOVERY TEXTILE EDUCATION PROGRAM

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# TEXTILES CAMPAIGN

## BEGINNINGS

### NERC TEXTILE RECOVERY WORKSHOP, 4/13

- SMART
- Council for Textile Recycling
- MassDEP
- Key Message:

“It’s not just gently used clothing and shoes.”

# TEXTILES CAMPAIGN

ROUND UP THE TROOPS!

## EIGHT RECYCLERS IN RI

- Salvation Army
- Big Brother Big Sisters
- Society of St. Vincent de Paul
- Planet Aid
- Mint Green Planet
- Kiducation
- Recycling Associates
- Goodwill



# KEY MESSAGES

## FOR NEW TEXTILE RECYCLING PROGRAM

- More than gently used clothing and shoes can go in “clothing” bins in RI
- Ripped, torn, and stained clothes are OK
- Non-apparel textiles like towels and sheets are OK
- Textiles need only be **clean, dry and odorless**
- These items aren’t a burden to textile recyclers—they’re a bonus
- Textiles go on to be reused, repaired, repurposed, and yes.... recycled!



# AUDIENCE

## DONORS & POTENTIAL DONORS

- Average monthly spend on clothing is \$121 per person.
- RI Women, 18-49 are responsible for 80% of textile purchases.
- Routinely replace clothing, purses, shoes, etc. for self and occupants of household.
- Presumed to assume most responsibility for laundry and thinning of wardrobe.





Wondering what to do with ratty old clothes and textiles?



You wouldn't give them as gifts.



You shouldn't throw them in the trash.



You can't put them in the recycling bin.



This is where they belong.

As long as they're CLEAN, DRY, and ODORLESS.  
(it's OK if they're still stained after washing)

You know you can give these organizations the good clothes you

But did you know you can also give them clothes that aren't good

### Why do they accept such items?

Because they can sell them to companies that repurpose them into rags, furniture stuffing, insulation, and more. Of course, they still want your gently worn, usable clothes, too. So, put the good stuff and the not-so-good stuff in the same

# TACTICS

RADIO AD

**“What not to do” :60**

*(SFX of TV game show returning from a commercial break)*

**HOST: Aaand we're back for the final question before the lightning bonus round. Here it is: What do you do with stained, ripped, worn-out clothes?**

*(ring-in SFX)*

**HOST: Ted?**

**TED, matter of fact: Throw them in the trash.**

*(SFX buzzer, disappointed crowd)*

*(ring-in SFX)*

**HOST: Joanne!**

**JOANNE, unsure after Ted's incorrect answer: Put them... in... the... recycling bin?**

*(SFX buzzer, disappointed crowd)*

**HOST: Ooooooh, no, sorry.**

*(ring-in SFX)*

**HOST: Mary...**

**MARY, confidently: Bring them where I donate my good wearable clothes**

# TACTICS

WEB BANNER ADS

WHERE SHOULD YOU  
PUT THESE?



A.



B.



C.



D.



Replay

Clothes, towels, curtains, sneakers.  
Stained, torn, frayed, pilled.

**WE WELCOME IT ALL.**

[LEARN MORE »](#)





# TACTICS

PAID SOCIAL MEDIA

Put these



in these



It's ok to put this



in this



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# TACTICS

COLLATERAL

## PARTICIPATING STICKER

- Used on all bins
- Unifies 8 partners into 1 program
- Overcomes distracting language on bins
- Distributed and affixed to bins by partners



**PLEASE BAG ALL**  
**CLEAN, DRY, ODORLESS TEXTILES.**

TORN? STAINED? TOWELS? SHEETS?  
**THEY BELONG HERE.**



FIND OUT WHY:  
[RItextiles.org](http://RItextiles.org)



# TACTICS

## KICK-OFF EVENT



# CLOTHING DONATION EVENT

August 21, 4-7 pm

Mall Parking Lot at Pole 15,  
next to Firestone

Give these organizations the good clothes you no longer wear AND ALSO the clothes that aren't good enough to wear.

Clothes that are stained, full of holes, ripped, or just hopelessly out of style are recycled by these organizations. As long as they're CLEAN, DRY, and ODORLESS, you can donate them. Plus, you can give other textiles like towels, sheets, tablecloths, curtains, sneakers, and more.

Enter to win \$1000, \$500, or \$250 in Warwick Mall Gift Certificates at the event.

Prizes donated by Big Brothers Big Sisters, Goodwill, Kiducation, Mint Green Planet, Planet Aid, Recycling Associates, Salvation Army, St. Vincent de Paul, Council for Textile Recycling, and Secondary Materials & Recycled Textiles Association

One raffle ticket per drop off. Drawing to be held August 21 at the Warwick Mall Back to School Fashion Show. Do not need to be present to win. No purchase necessary to enter or win.

Odds determined by the number of entrants. Employees of RIRRC, Warwick Mall, and sponsors and members of their household are prohibited from participating in raffle. All federal, state, and local laws apply.



Warwick  Mall

# TACTICS

## KICK-OFF EVENT

the secret double life of donated textiles

NEARLY **100%** OF DONATED TEXTILES ARE RECYCLED! They are separated into three grades:

45%  RECYCLED FIBER	20%  RECYCLED FIBER	30%  RECYCLED PAPER
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Recycled fiber products **SAVE MONEY** and **REDUCE** the use of virgin energy resources.

**CLOSING THE LOOP**

Recycled cloth uses **LESS WATER**, **LESS ENERGY** and **creates a LOWER CARBON FOOTPRINT** than other materials.

The second hand clothing market provides **AFFORDABLE CLOTHING** to those in need and **ENCOURAGES LOCAL ENTREPRENEURSHIP**.

**SECOND LIFE ...**



# BUDGET

JUNE 2014 - JUNE 2015

# \$213K

## Account Service/PR

50 hours for June	\$7,000.00
5 hours/mo through June 2015	\$8,400.00

## Account Service/Social Media

5 hr/mo	\$8,400.00
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## Media

7 mo, June 2014-June 2015	\$140,000.00
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## Creative and Production Services

Campaign design (3 concepts), meetings, creative direction, art direction, copywriting, account management, layout, banner ad development, HTML, digital preparation, revisions, presentations)	\$21,264.48
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Additional creative needed to finish ads, including swapping new images, HTML, revisions and preparation to final files	\$3,122.25
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Radio production (:60, :30)	\$9,363.50
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Landing page development	\$8,140.28
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Photography	\$3,635.00
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Sticker	\$3,326.05
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# CONTACT

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