



Case Study: Working Wardrobes Donation Collection

Titan Public Relations, California State University, Fullerton's student-run public relations firm, partnered with Working Wardrobes in Fall 2017. Working Wardrobes wanted to increase donations and number of volunteers, outreach to target audience, and create partnerships with local businesses.

Titan Public Relations' goal for Working Wardrobes was to encourage students to volunteer, and increase clothing donations for the organization.

Research

Working Wardrobes was established in 1990 with the intention of becoming a one-time-only event, "Day of Self-Esteem," benefiting women from six local shelters. The organization gained non-profit status in 1995, which now helps over 70,000 men, women, veterans, and young adults re-enter the workforce.

Working Wardrobes provides the following services to their clients:

- Computer labs and internet access to help clients apply for jobs, upload resumes, and research industries/job trends
- Access to a career resource library with books and information on interview and job skills
- Individual meetings with coaches to practice interview skills and review resumes
- VetNet, a program that provides special career services for veterans returning to the workforce
- Customer service training programs and training for specific industries
- Thrift store locations providing professional and casual clothing, proceeds go towards Working Wardrobes' client services
- Styling workshops to learn how to dress professionally and appropriately for jobs and interviews
- Community events like Men's Graduation to celebrate their clients' success

Working Wardrobes clients include people who have gone through struggles such as alcohol and substance abuse, domestic violence, incarceration, homelessness, catastrophic

illness, and traumatic financial loss. The clients are referred to Working Wardrobes from over 60 programs throughout Southern California.

Working Wardrobes values include providing services with an atmosphere of dignity for their clients, achieving sustainability for clients and company with integrity, celebrating the success of clients, partners, donors, and volunteers, partnering with other organizations in the community, and engaging the power of volunteers.

Planning

- Prepared a communications plan based on secondary research.
- Frequent communication with the client through email regarding:
 - Deadlines
 - Project updates
- Pitched to local businesses and students on campus with background information on Working Wardrobes, volunteer opportunities, and how to participate in the clothing drive.
- Organized a donation collection during the month of October.
- Outreached to on-campus organizations about volunteer, donation, and collaborative opportunities.
- Contacted necessary media outlets to implement specific tactics.
 - Ex: Daily Titan

Execution

- Pitched to local business throughout the Fullerton area
 - Inc. Real Estate; Fullerton Marriott; Fullerton Police Department; Brea Dentistry; Embassy Suites Brea
- Distributed donation boxes throughout the CSUF campus and to local businesses:
 - Titan Student Union; Housing and Residence Life: mailroom, Academic Resource Center; Inc. Real Estate
- Pitched to the College of Communications Department and CSUF PRSSA regarding the clothing donation collection and volunteer opportunities for Working Wardrobes
- Gained media coverage from the Daily Titan about Working Wardrobes itself and the clothing donation collection
- Obtained student volunteers for the organization's Military Women in Transition Success Event and at their thrift stores throughout Orange County for Thriller Thursday

Timeline

Deadline	Description	Assigned to:
Thursday, August 31	Intro conference call with Khinsey	Sam
Monday, September 11	Research businesses to collect clothes donations (box, clothing rack)	Lara/Anthony
Monday, September 18	Create email pitch about Camp Pendleton event to PRSSA members	Anthony
Tuesday, September 19	Send email blast about Camp Pendleton to PRSSA members	Sam
Wednesday, September 20	Send completed COMM Plan to Khinsey	Sam
Friday, September 22	Contact areas on campus about donation box and promos	Sam/Lara/Anthony
Wednesday, September 27	Contact businesses about clothes donation collection	Anthony/Lara
Friday, September 29	Pick up bins from Working Wardrobes location (?)	Sam/Lara/Anthony
Monday, October 2	Begin collecting clothes donations on CSUF campus / local businesses	Sam/Lara/Anthony
Friday, October 20	Working Wardrobes / Camp Pendleton volunteer event	Anthony
Thursday, October 26	Thriller Thursday Volunteer event at Working Wardrobes thrift stores	Sam, Carly, Anthony
Friday, November 3	Conclude Donation Collection; pick up clothes donation bins	Sam/Lara/Anthony
Monday, November 6	Campaign evaluations	Team
Wednesday, November 8	Drop off donations at Working Wardrobes HQ	Sam/Anthony

Results

- Donation drive and Working Wardrobes featured on student-run newspaper, Daily Titan
- Increased brand awareness about the organization and Titan Public to students at California State University, Fullerton and local community members
- Built relationships with local businesses (i.e., Inc. Real Estate)
- Recruited 10 Cal State Fullerton students for events hosted by the organization
- Weakness: encountered difficulties with following up with larger corporations
 - Fullerton Marriott, Embassy Suites Brea
- Collected 410 clothes from the donation drive