REUSE FOR GOOD
CAMPUS COMMUNITY MOVE-OUT PROGRAMS
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Common Pitfalls

- Inconsistent communication between the campus and Goodwill during the week of collection.
- Inadequate education of the student population about the program.
- Unfavorable weather; especially summer heat and/or heavy rains.
- Misaligned schedules between involved parties (e.g., students, custodial, community partner, etc.).
- Failure to accurately anticipate volume of donations.
- Inadequate parking and transportation during the crowded move-out process.
- Lack of face-to-face interaction and information gathering during event planning and execution.

Surveying

Once you’ve assembled your leadership team (pg. 18), established your goals (pg. 7), and defined responsibilities (pg. 20), you will want to set up a time for staff members from both Goodwill and your campus team to survey the campus for collection locations. Mark down where roll-off dumpsters are usually deployed during move-out and use this information to determine the best place for your donation stations.

As a rule of thumb, your collection locations should be easier to access and more visible than any dumpster!
Communication Channels

An important thing to remember is that you will want to work with your current volunteers in the future. There are measures you will need to take to make sure that they have an enjoyable experience, some of which are listed below. Be sure to incorporate these values into every part of your program, from orientation to the day of collection and the sale.

**Consistency** – Be consistent in your expectations; make sure that a shift actually ends when you say it will end, and all information your volunteers need is passed on to them. People can easily get fed up with an organization that is not consistent, so make sure you hold to your word.

**Inclusion** – Be accepting of new faces. Have volunteer roles available that highlight different skills and abilities such as sorting specific items, recording data, taking photos, etc. And reach out beyond the “usual suspects” of sustainability on campus! Move-out programs provide many benefits beyond reducing waste.

**Safety and comfort** – Allow your volunteers to decide who they work with but be sure they do not work alone. It is often both safer and more efficient to have volunteer groups of two or three. Be sure your volunteers know what to do if another person is making them feel unsafe or uncomfortable, and have an established plan for conflict mediation and resolution.
College of Charleston  
**Campus Type:** Mid-Size, Urban, Public  
**Program Name:** Zero Waste Move Out

Since reaching out to Goodwill in 2012, CofC’s Office of Sustainability and Office of Residence Life oversee the school’s move-out process. Residence Life ensures safe entry into all of the residence halls, while Office of Sustainability staff and student volunteers transfer donations from dorm lobbies into PODS® using rolling bins provided by Goodwill. PODS are stationed at two main sorting areas at opposite ends of campus. Goodwill staff services the donation-filled PODS every day during the 2-week-long collections. On average, the program is able to divert roughly 12,000 lbs. per year. Additionally, sustainability staff close the loop on donated items by hosting a campus-wide clothing swap prior to collections.

Source 7