

### **What is Goonj's '100, 000 acts of Giving' campaign?**

**Goonj's '100,000 acts of Giving'** is a pan India campaign, giving every Indian an opportunity to take out any used/unused but USABLE household material and give it. Every piece of cloth or under-utilized material you contribute to Goonj becomes a powerful resource for development work. Your material does **not** go as charity to people in village India, instead it acts as a reward for people in rural India, who put their labour and wisdom to address their most difficult challenges; from making a road to cleaning a pond or digging a well.

### **Where and how does Goonj plan to initiate this campaign?**

Goonj doesn't believe in giving itself an agenda thus this campaign will also be lead by the masses. We want to reach out as far and wide as possible to touch as many new people as possible.

### **Goonj's '100,000 Acts of Giving' campaign in the following cities;**

Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Rishikesh, Kolkata, (where Goonj has its own offices)

#### **Other cities:**

**North:** Dehradun, Solan, Ambala, Shimla, Chandigarh, Jalandhar, Ludhiana, Ghaziabad, Ajmer, Jaipur,

**South:** Kozhikode, Trivandrum, Vizag, Secunderabad, Kochi, Coimbatore, Pondicherry

**East:** Jamshedpur, Indore

**West:** Baroda, Goa, Pune

### **How can I initiate a collection drive in my city?**

#### **There are two types of collection efforts you can take up depending on your capacities;**

Public Collection Centre's (PCC's) : Run by volunteers. Open to larger public irrespective of area..

In-House Collection (IHC) : Collection camps within your colony, school/college, office etc.

### **What are the guidelines for conducting a collection camp?**

Below mentioned are the guidelines:

**Venue:** Choose a covered with high visibility that helps in safe material storage. **In Case of a Public Collection centre**, please ensure safety of the material. The collection area should be approximately 500 sq ft.

**Permissions:** Take the permission in writing from the authorities to avoid any mis-understanding. For eg from your RWA, Local Thana.

**Authorization letters:** Letters will be issued once the camp is finalized (These are needed in case of collection camps that are open to the public as well as Public Centres.

**Awareness: Spreading information about the camp is critical to** get maximum visitors and good collection. Use the Goonj leaflets, mailers, social media platforms like Facebook page, Twitter handle, whatsapp groups or simply make personal calls to disseminate the information to as many households as possible

**Stay in touch:** Get people to share their contact details while giving the material, a format will be shared with you for the same. The data will be used by Goonj and will help keep people updated about our work

**Mass Media:** Kindly get a prior permission from Goonj for communication material like press releases, society notices would need our approval before it goes public

**Publicity Material:** Once the venue is fixed, please let us know the venue address, timings, date of collection, local volunteer name and no. who can be the point of contact for Goonj and people. We will insert these details on the leaflet/posters and send across to you..

**Monetary Contribution:** Refer to Goonj's online contribution page for details. People can also drop money in envelopes provided by Goonj at Goonj's collection centres and fill in their details like name, address, amount to help us issue the receipt. Receipt will be issued by Goonj only, based on the information given on the envelopes.

**Logistics:** Please ensure that you have adequate arrangements to send collected material till our offices. Due to our limited resources, we cannot offer pick up.

### **Don'ts**

Involvement of any political outfit is not allowed.

Do not involve local media without informing us.

### **How can I volunteer in Goonj's campaign this year?**

Volunteers are the backbone of our work and this campaign. Since we are trying to reach out in cities where we don't have a formal offices, we want volunteers to take the lead in such places. Typically in each city we will be forming a core group of volunteers who will lead the campaign in their city coordinating on various aspects like;

Scouting for and arranging space for collection camps ( PCC or IHC) for collecting and storing material, a big hall or a good down will do , to keep for 2-3 weeks after the drive

Helping Goonj in making arrangements in local packing, transportation etc.

Local Communication channels; spreading the word through local communication channels like RWA Facebook pages, Whatsapp groups, Internal Newsletters, Online Blogs etc.

Inter State Transportation; help with tie ups with local/ state level transporter to move material to the nearest Goonj office.

### **Will I get any certificate for volunteering?**

People volunteering in the core group will be getting a certificate and any other person who volunteers will get a certificate on request, for the work and duration of time that a person volunteer's with GOONJ. But you need to inform us beforehand about this. We strongly discourage people from approaching us with requests from their friend's, relatives' children, college kids wanting a certificate when they are not actually interested in working with a spirit of volunteering.

### **How can my school/college/corporate participate/contribute in Goonj's campaign this year?**

Institutions like schools and colleges and corporates can connect with the campaign in many ways like:

Conduct internal Collection Drives, generating specific material for School packs, family Packs, 2 meter cloth in big quantities

Schools and colleges can become open Public Collection centres in your city for a specific period where people can contribute their material.

Students can run Collection drives in their residential areas or connect the offices of your parents for Goonj's activities.

Give us storage space for 2-3 weeks.

School buses are a great medium to help spread the message or for local transportation.

**Corporates:** We urge you to involve your employees and your management as well as offices in multiple locations.. There is a lot to imbibe for each person in this process as gives all of us an opportunity to channelize under-utilized material sitting in our homes.

Conduct internal collection drives in bulk

Contribute through monetary value of packs/ Individual Contributions

Pick up a Goonk Ki Gullakh from one of Goonj's offices or you can also make one from pots, plastic bottles, boxes.

**College students/ faculty members can:**

Can volunteer since Colleges are hubs of enthusiastic students coming from all parts of the country.

Conduct volunteer meets driven by students. The GOONJ team will help in facilitation of such meets.

Conduct collection drives for specific packs

Give storage Space for material for 2-3 weeks

Talk to atleast 10 people to help spread the message

**Who can be a part the campaign?**

- An individual in a colony
- A professionals in his/her corporate
- Students in their schools/colleges
- Shopkeepers can give their unsold or soon to expire material.
- Dead inventory from departmental stores, clothing stores, E- commerce sites. Hotels and hospitals have a lot of unused material in bulk and can contribute the same.
- Wholesalers/ textile ministries are a great source for cloth in bulk.

**What support will Goonj provide me in organizing a collection drive ?**

For taking up any collection drive in your area, please first register with Goonj so that our team can assist you with information on how to conduct a successful drive. The team will also provide you communication material such as posters, leaflets and videos to help you get the message across amongst your network. We will connect you to other volunteers in your city for support and further spread as well publicize your drive on Goonj social media and other channels.

**Will Goonj provide transportation support for moving the collected material to a Goonj office from city?**

We are trying our best to provide transportation support wherever possible but if you are able to generate any resources or connections for this major cost, that would help our efforts in a big way.

**How can I transfer monetary contribution?**

Here are some options below to contribute;

Refer to Goonj's online contribution page for the details

You can also drop a cheque/ draft in the name of GOONJ in any HDFC branch or send to GOONJ to J-93, Sarita Vihar, New Delhi-110076, Te;.- 011-41401216.

Please send your full name, address, telephone number, Pan number for receipt purpose mentioning your choices to [priyanka@goonj.org](mailto:priyanka@goonj.org)

**Will people be collecting money during collection camps? Will your volunteers be issuing receipts for monetary contribution at the collection venue?**

People can also drop money in envelopes provided by Goonj at Goonj's collection centre's and fill in their details like name, address, amount to help us issue the receipt. Receipt will be issued by Goonj only, based on the information given on the envelopes.

**In case you still have some unanswered queries please write to [mail@goonj.org](mailto:mail@goonj.org) and the team will get back to you shortly.**