



**SMCo Thrift**

**NATIONAL TRAINING  
CONFERENCE**

spring 2021

# Marketing & Communications

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 **ThriftTrac**

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# Develop Brand Awareness

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# Social Media

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# Why Invest in Social Media?

- Quick channel of communication
- Build anticipation
- Reach the customers/donors who have never stepped foot in your store
- Tell your story/mission



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What mediums should you use?



How often should you post?

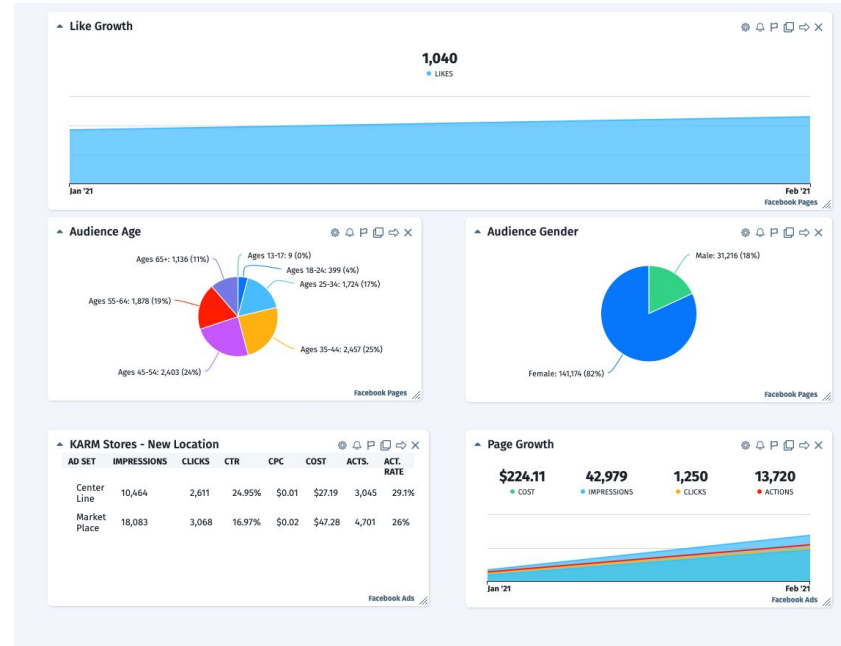


What should you post?



# Social Media Advertising

- Set up a Facebook Business account
- Have a goal in mind for each campaign
  - Grow your page following
  - Promote a new store/event
  - Encourage Donations
- How often should you run ads?
- How much should you spend?



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# Web Presence & Google Ads

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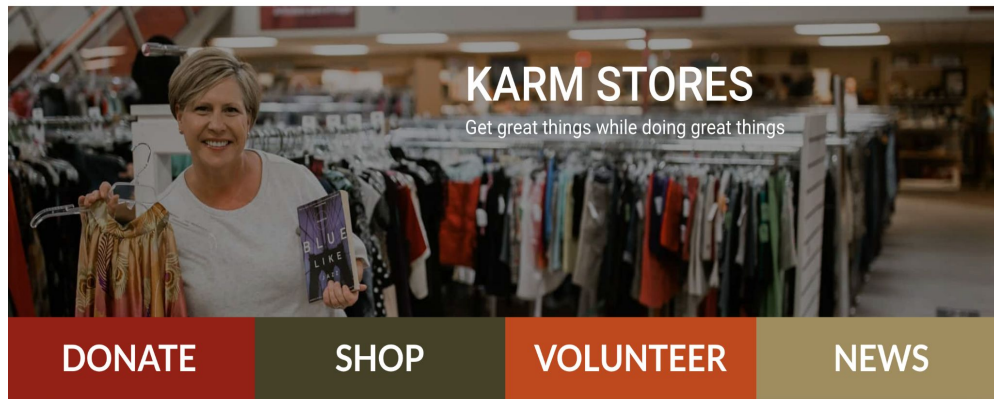
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# Drive Traffic to Your Website & Your Store

- Drive people to your website and convert web traffic to new donors and customers
- Provide information and answer common questions through a website



# KARM STORES

Get great things while doing great things

DONATE

SHOP

VOLUNTEER

NEWS

## Donate Items

We gladly accept donations of gently used items. Collection drives or yard sales are great ways to contribute to Palmer Home's mission! You may drop off donations at any thrift store location.

We are grateful for all donated items. However, we cannot accept the following:

- Stained or soiled items
- Old or non-working electronics
- Non-working appliances
- Pianos or pool tables
- Used mattresses
- Computers or CRT monitors
- Console TVs
- Baby beds, car seats or mattress foundations

## Donation Pick Up

Are you donating large furniture, goods, or simply too much to drop off yourself? Let us pick it up from your home or office. Schedule your pick up [here](#).

## Locations

### Sparta Thrift Store

538 S. State St.  
Sparta, MI 49345  
Phone: 616-797-8200 X106  
[info@mtmthrift.com](mailto:info@mtmthrift.com)

[Map to Sparta Store](#)

#### Hours

Monday - Saturday: 9:00 a.m. - 7:00 p.m.

#### Drop off hours

Monday - Saturday 10:00 a.m. - 5:00 p.m.  
Saturday 10:00 a.m. - 4:00 p.m.  
A donation box is available for after hours.

### Jenison Thrift Store

7500 Cottonwood Dr., Suite D  
Jenison, MI 49428  
(Across from Meijer)  
Phone: 616-797-8200 X103  
[info@mtmthrift.com](mailto:info@mtmthrift.com)

[Map to Jenison Store](#)

#### Hours

Monday - Saturday: 9:00 a.m. - 7:00 p.m.

#### Drop off hours

Monday - Saturday 10:00 a.m. - 5:00 p.m.  
A donation box is available for after hours.

### Lowell Thrift Store

2111 West Main Street  
Lowell, MI 49331  
Phone: 616-797-8200 X107  
[info@mtmthrift.com](mailto:info@mtmthrift.com)

[Map to Lowell Store](#)

#### Hours

Monday - Saturday: 9:00 a.m. - 7:00 p.m.

#### Drop off hours

Monday - Saturday 10:00 a.m. - 5:00 p.m.  
A donation box is available for after hours.

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# Applying for Google for Nonprofits Grant

- Easiest \$10,000+ grant to receive
  - Submit application on [google.com/nonprofits](https://google.com/nonprofits)
  - TechSoup verifies your organization
  - Activate the products you wish to use
- Free Access to G Suite and \$10,000 per month for Google Ads advertising



# Enhance Experience

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# In-Store Marketing

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# In-Store Messaging

- Capture the attention of consumers who are already in the store
- TVs, Chalk Boards, Signs, Point of Sale
- Tag Line
  - What story do you want to tell?



# Digital Signage

- Messages are constantly changing
- Use video to capture your audience's attention
- Located around Point of Sale
- Connect Mission with Day to Day Operation



# Create Loyalty

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# Email Marketing

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# Email Marketing Basics

- Capture Contact Information
- Stay Top of Mind through Consistency
- Give The Audience a Reason to Read



# Mel Trotter Ministries MTM **thrift store**

**Welcoming Fall with  
MTM Thrift Stores**



**Shop Our  
Stores**

**September  
2020**

**Our Mission**

**Start 2020 by Cleaning Out the  
Clutter**



**Donate**

**December  
2019**

**Our  
Mission**

LifePath Thrift  
Stores exists to fund  
the ongoing work of  
LifePath Christian  
Ministries serving  
York and  
surrounding  
communities.

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# Email Marketing Audiences

| Donors                       | Customers                                              | Volunteers                                    | Staff                                         |
|------------------------------|--------------------------------------------------------|-----------------------------------------------|-----------------------------------------------|
| Thank You<br>Story of Impact | Product<br>Promotion &<br>Special Events<br><br>Coupon | Thank You<br><br>Involvement<br>Opportunities | Updates<br><br>Encouragement &<br>Development |

# Marketing Program Initiatives

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- Grow community impact through partnerships
- Drive donations with an increased audience



Corners of Your Field is a partnership opportunity between local churches and LifePath Christian Ministries. Corners of Your Field encourages attendees of our partner churches to be intentional about selecting their gently used household items as a donation to LifePath Thrift Stores. The stores then return a portion of the value of these items in the form of gift cards to your church to help those directly in your care.

[MORE ABOUT CORNERS OF YOUR FIELD](#)

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# Questions



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