

2025-2026

# GOODWILL “Wear A New Story” Campaign

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# Situation

the motive behind  
*“Wear A New Story”*

# Situation

Goodwill was founded on the principle that giving people a “hand up, not a hand out” made a difference in lives and the community. It was started in Boston, Massachusetts, by Dr. Edgar Helms, a minister. After regularly observing individuals experiencing poverty, he set out to change lives. He asked wealthy people for unwanted clothing. He then hired people experiencing poverty to fix the items, thus starting Goodwill. His mission was to offer people who struggled with finding employment the opportunity to help themselves.



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# Situation

Now, there are over 150 local organizations in the United States and Canada and several more in other countries. What separates Goodwill from its competitors is that it allows each branch to operate independently of corporate; individual Goodwill branches design their “...own programs and services to help people find work near where they live.” Because each community Goodwill has different needs, servicing those areas requires specific strategies. Giving each brand the liberty to pursue their community’s needs differently offers flexibility for consumers.



# Situation

Goodwill grew in positive notoriety among young people for two specific reasons: affordable prices and ethical virtue. Buying reasonably priced items inside Goodwill meant people could support an industry that helps the community. It produced a virtuous mindset, and being aware of the international implications of buying something made overseas from a higher-end store meant supporting potentially illicit business practices.

Younger generations have become increasingly passionate about helping organizations that reflect their beliefs. In this instance, Goodwill offers consumers the opportunity to provide their support by making purchases with funds going towards an ethically justifiable cause.



# Situation

However, Goodwill faces an existential threat: online thrift stores. This threat is multifaceted because people shopping online decreases consumer traffic in stores. Still, there is something far more sinister about online thrift shopping: people will buy items from Goodwill, mark them as vintage on different platforms, and sell them at lucrative prices. Because of online thrifting's convenience, the younger generation is turning towards that, but many are unaware of the ethical dilemma posed by this simple option.



# Situation

This impacts Goodwill because they are unable to compete with other online platforms. Their platform, GoodwillFinds, has consumers torn; the net perception of consumers' experiences with Goodwill's online experience is cumbersome, with concerns about the "pricing and presentation". There is frustration from young consumers because the experience of shopping is limited on the online platform, and it eliminates the thrill of "scoring great deals." Older consumers feel left out at the opposite end of the age bracket because navigating GoodwillFinds poses a challenging shopping experience.



# Situation

Goodwill has ethical, monetary, and historical advantages that place them ahead of their online counterparts. Leveraging their humble beginnings will be vital in competing with online platforms. Because Goodwill has such a rich history, it can utilize their background to invite more people into their stores instead of enhancing their online brand. A campaign to promote shopping inside Goodwill's store will be vital in reminding consumers of the purpose of in-store shopping. In conclusion, the organization's name says it all: **Goodwill's roots are established in service.**



# Campaign Objectives

the direction of  
*“Wear A New Story”*  
and its impact on Goodwill

# Campaign Objectives

## Objective 1

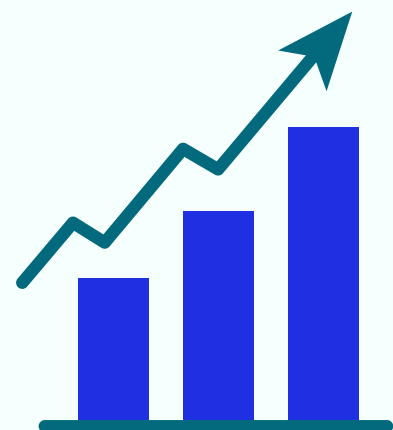
Goodwill will see a 30% increase in social media engagement by May 2026 by implementing a weekly posting plan to utilize January 2025 through May 2026.

## Objective 2

Goodwill will see a 15% increase in Gen Z shoppers in their stores by May 2026 by introducing a Thrifty Thursdays challenge on social media and a Saturday Showcase in stores.

## Objective 3

Goodwill stores will see a 15% increase in sales by May 2026 through promoting in-store shopping through billboard advertising.



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# Target Audience

# Target Audience

Gen-Z tends to seek ways to express themselves, whether it be through music, art, writing, podcasts, or social media. Regardless of an individual's interests or abilities, one way to outwardly express oneself is through clothes. The outfits and material we place on our bodies reflect a part of ourselves, knowingly or unknowingly.



# Target Audience

This demographic includes both teenagers and adults in their mid 20s. Keeping this in mind, a high schooler may dress differently than a working 25-year-old would; yet both wardrobe choices are bonded by the desire of **self-expression**.



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# Target Audience

While navigating this campaign, there are two key points to consider about Gen-Z and their attitude and habits toward secondhand shopping: (1) They prefer to shop secondhand online vs. brick-and-mortar store by 51%; (2) They're more likely to buy secondhand to better express personal style than any other generation.



# ***“Wear A New Story”***

embraces the expressive influence that clothes hold while also shedding a light on the variety of options that Goodwill stores offer to contribute to that self-expression.

# Key Messages

# Key Messages

The “Wear A New Story” campaign encourages Gen-Z to step into their own identity by stepping into Goodwill stores to find clothing that suits their personality or better yet exudes confidence and comfortability in their individuality.



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# Key Messages

“Wear A New Story” embraces self-expression by highlighting the journey of finding yourself— the beauty, the mess, the confusion. Every person’s journey is different, but important. Goodwill stores provide a wide variety of clothing. Behind each item is a person with a story. Secondhand shopping allows shoppers to write a new story for the clothing items.



# Strategies and Tactics

incorporating our objectives  
while reaching the target  
audience and intertwining the  
key message

# Strategy #1

Increase traffic flow in Goodwill stores (Objective 2)  
and increase overall sales (Objective 3)

## Tactic 1: “Wear A New Story” Sweepstakes

- The sweepstakes give Goodwill shoppers a chance to win an all inclusive trip to one of the most fashionable cities in the world—Paris. The trip for four encourages the winner to “wear a new story” in new places.

## How to Enter

- Shoppers earn one entry per \$5 spent in store



# Strategy #2

## Raise awareness of in-person shopping by utilizing social media platforms (Objective 1)

### Tactic 1: 30-Day Social Media Plan

- Maintaining an active social media presence will reach Gen-Z shoppers
- Featuring customers on Instagram can help start trends that motivate viewers to participate

### **Includes:**

- Ads and reels highlighting the benefits of shopping in stores
  - Trying on clothes in stores
  - No shipping fees
- Showcase Saturdays -- “Wear A New Story” and be inspired by other people’s stories. Every Saturday a booth will be set up in select Goodwill stores with a green screen and photo booth opportunity. This booth will include a prompt asking shoppers how their clothes speak to who they are. The Showcase Saturday post will be featured weekly on the Instagram page with several people explaining how they wear their story.
  - Additionally, a weekly in-store offer will be available every Saturday. The “Wear A New Story” sale offers customers the chance to complete an outfit at a discounted price. An outfit consists of three pieces: a top, bottoms, and shoes. The sale allows customers to buy two pieces and get the third half off.
- Thrifty Thursdays -- This social media challenge allows Goodwill shoppers to express their creativity and show off their outfits. On Thursdays, customers have the opportunity to post a video of themselves giving a Goodwill “fit check” and revealing how much their outfit pieces cost with the hashtag #thriftythursday.
  - Weekly, one participant will be drawn to win a \$50 Goodwill gift card.

# Weekly Social Media Plan

	GRID	STORIES	REELS	LIVE   EVENT
MONDAY		Promote Thursday's Theme		
TUESDAY				
WEDNESDAY				
THURSDAY		Thrifty Thursdays Challenge		
FRIDAY				
WEEKEND		Promote Showcase Saturday		Showcase Saturday

# Strategy #3

**Increase traffic flow in Goodwill stores (Objective 2)  
and increase overall sales (Objective 3)**

## **Tactic 1: Billboards and Print Ads**

- Billboards reach a wide range of people in a wide range of places
- The billboards will be (1) seasonal and (2) inclusive
  - Billboards changed quarterly

## **Content:**

- “Wear A New Story” Sweepstakes promo
- Halloween contests
- Seasonal ads with appropriate clothing

# Poster Sample



# Billboard Sample

Goodwill Industries Int'l Inc.

## WIN A TRIP TO PARIS

*"Wear A New Story Wherever You Go"*

SHOP IN-STORE NOW TO ENTER



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# Timeline

# Timeline Q1

## Q1: Jan. 1, 2025 - Mar. 31, 2025

**Focus:** Launching the campaign, building awareness, and driving early engagement

**Goals:**

- Achieve a 10% increase in social media engagement (**Objective 1**)
- Boost in-store traffic by 5% (**Objective 2**)

### “Wear A New Story” Sweepstakes Launch & Billboards

Jan. 1, 2025

- Begin promotion via Billboards, in-store posters, and social media
- Customers begin earning entries with purchases over \$5
- Install billboards promoting the Paris sweepstakes and in-store benefits.

### Social Media Campaigns

Jan. 1, 2025

- Launch posts comparing in-store shopping to online shopping (e.g., try-before-you-buy, relatable sizing)

Jan. 4, 2025

- Launch **Thrifty Thursdays**, encouraging customers to share thrift finds using #ThriftyThursday. Weekly winners announced starting **Jan. 11, 2025**.

### “Wear A New Story” Booths

Jan. 6, 2025

- Set up the first storytelling booth in stores.
- Capture customer stories every Saturday and post the best ones the following Monday

### Seasonal Clothing Posts

Feb. 1, 2025

- Begin seasonal social media posts promoting spring fashion finds

# Timeline Q2

## Q2: Apr. 1, 2025 - Sept. 30, 2025

**Focus:** Expanding engagement with seasonal promotions, events, and targeted offers

Goals:

- Achieve a 15% increase in social media engagement (**Objective 1**)
- Boost foot traffic by 10% (**Objective 2**)
- Increase sales by 7% (**Objective 3**)

### Sweepstakes Continuation

Ongoing: Continue promoting the Paris trip sweepstakes across platforms

### “Complete Your Story” Discounts

Apr. 15, 2025

- Launch the “Buy 2, Get the 3rd Half Off” promotion to encourage outfit-building in stores

### Thrifty Thursday Expansion

Apr. 3, 2025

- Feature seasonal thrift finds (e.g., spring looks)

June 6, 2025

- Shift focus to summer styles, promoting lightweight and vacation-ready outfits

### Community Engagement

May 1, 2025

- Partner with local schools and universities to host thrift challenges and promote sustainability.

### Seasonal Clothing Campaigns

June 1, 2025

- Post summer clothing promotions on social media.

### Seasonal Clothing Campaigns

July 1, 2025

- Update seasonal billboards to highlight back-to-school thrift finds and Paris sweepstakes.

# Timeline Q3

## Q3: Oct. 1, 2025 - Mar. 31, 2026

**Focus:** Driving holiday traffic, sustaining engagement, and boosting sales through creative campaigns.

### Goals:

- Achieve a 20% increase in social media engagement (**Objective 1**)
- Increase holiday sales by 8% year-over-year (**Objective 3**)
- Drive total sales growth to 10% (**Objective 3**)

## Halloween Costume Contest

Oct. 1, 2025

- Start promoting the costume contest across platforms.

Oct. 31, 2025

- Host Halloween costume contests in participating stores nationwide.

## Seasonal Clothing Campaigns

Nov. 1, 2025

- Promote winter styles and holiday outfits on social media.

Dec. 1, 2025

- Emphasize gift shopping at Goodwill, including secondhand gifts

## Thrifty Thursdays

Oct. 2, 2025

- Add holiday-themed weekly challenges (e.g., thrifted holiday party outfits).
- Offer larger gift card prizes during the holiday season (November and December)

## Sweepstakes Push

Dec. 1, 2025

- Intensify promotion of the Paris sweepstakes before it closes at the end of the year

## “Wear A New Story” Booths

Nov. 25, 2025

- Feature stories highlighting holiday shopping and gifting.

## Sweepstakes Push

Oct. 15, 2025

- Highlight Halloween and holiday campaigns, including winter fashion.

# Timeline Q4

## ● Q4: Apr. 1, 2026 - May 31, 2026

Focus: Achieving final goals, celebrating success, and maintaining momentum

Goals:

- Achieve a 30% increase in social media engagement (**Objective 1**)
- Increase Gen Z in-store traffic by 15% (**Objective 2**)
- Boost total sales by 15% (**Objective 3**)

## ● Countdown to Close

Apr. 1, 2026

- Begin final in-store events with exclusive promotions and discounts.

May 1, 2026

- Host a grand event in select stores to celebrate campaign milestones

## ● Thrifty Thursdays Finale

April 7, 2026

- Offer larger weekly gift card prizes to incentivize participation

## ● Final “Wear A New Story” Event

May 15, 2026

- Host a live event showcasing the best customer stories from the campaign
- Announce sweepstakes winner

## ● Billboards

Apr. 1, 2026

- Display final reminders of Goodwill's benefits and campaign highlights

# Evaluation

# Evaluation

## Foot Traffic Counters

Putting sensors at store entrances will track the number of visitors entering and exiting, providing real-time and historical data to analyze traffic trends over time.

## Point of Sales (POS) Data

Transaction data helps monitor overall sales and frequency of visits. Patterns can indicate traffic spikes after specific promotions or campaigns.

## Sweepstakes Entries

Every \$5 spent earns an entry into the Paris sweepstakes, this will allow us to track spending and approximate traffic levels based on the number of entries

## Rewards Program

Require customers to input their date of birth when signing up for the loyalty/rewards program. This demographic data will allow us to identify how many Gen Z shoppers are signing up and shopping.



# Evaluation

## Wi-Fi Tracking

Offer free in-store Wi-Fi and use anonymized data to count unique devices connecting, providing an estimate of foot traffic and time spent in the store

## Customer Satisfaction Surveys

Have customers answer a couple optional questions at the checkout kiosk. Ask for age or birth year to better track Gen Z participation. Also ask how their service was on a scale from 1-5 to see how customers are enjoying Goodwill stores.

## Social Media Tags

We will encourage customers to tag our store location or use campaign hashtags (e.g., #ThriftyThursday) on social media. We will track the tagged posts to see how many Gen Z shoppers are engaging and linking their purchases to in-store visits.

## Social Media Engagement

Social media sites like Instagram, Facebook, and X will provide analytics related to engagement and traffic towards our social media pages, so it will be easy to track our growth.





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Website: <https://www.goodwill.org>

