



## Doing a bra collection

### Logistics:

Oddly, the first thing to consider is the last thing you do, getting the bras you collect to an Uplift coordinator or receiving address. We do not have money for transport, so if you can't get your collection to our coordinator, please contact them to see what options we might have before you start collecting. A big collection a long way from our dispatch point can be an expensive problem!

Please **do not** use our website drop off points to receive your collection without prior confirmation. These places are happy to receive small personal donations, but usually have no storage for large volumes. The drop off volunteers are not able to get your collection to Uplift any more easily than you are. Places have withdrawn from being drop offs due to large collections being left with them. One business in particular pays courier fees to get bras from their address to us. Having several large collections dumped on them lead to them leaving the project.

600-1,500 bras are a carload and a suburban local paper article with a few drop-off points included will often get 1,500 bras donated. A well supported high school collection will get over a thousand.

### Contact your coordinator:

If planning any large scale or national promotion, please let us know. Such promotions can create a big workload for our volunteer coordinators, most of whom have full time jobs too, and if 2 or 3 hit simultaneously we can get a bit snowed under.

### Timing of collection:

We suggest you collect over about a 4-8 week period, with a closing date on your publicity, and the expectation that bras will trickle in for a further 2-3 weeks after the close. It takes a couple of weeks for word to get out, and then the donations start arriving.

### Publicity:

When publicising Uplift in ANY way, please include our website address, [www.upliftbras.org](http://www.upliftbras.org). Please try our Media release document, or lift information or photos from our website.

We can avoid misrepresentation by having a quick scan of, or an over the phone read- through of, **anything** going into print. Asking journalists to do this is not a huge imposition as a draft can be flicked through by email. One conversation with the Consul for Fiji was enough.

Suggestions for publicity include all the usual:  
emails, Facebook announcements,  
articles in school, club and church newsletters and local papers  
signs on noticeboards: kinder, gym, school, church, op shop, supermarket  
Local Radio! Uplift can often provide an interview subject. Local ABC are great.

Uplift's general poster is on our website as a word doc, so you can change details to suit. A list of your drop off points and your closing date should be added to the poster.

### **Collection points:**

It is worth having places where donors can drop bras off without having to pre arrange with you. You can collect from the drop off point when necessary (or when polite! Many places lack storage.)

If you are asking local businesses to be a drop off point, the general principles are:  
A collection box/laundry basket is placed somewhere in the public area of the business so people dropping bras off do not have to take staff time.

A flyer about the project can be attached to the basket, or nearby, and if possible to the door or window.

You agree to collect from them when they request.

For a private address people are asked to leave bags of bras on the front doorstep on the understanding that the owner will know what to do with them. A flyer about the project can be attached to the meter box etc to let people know they've found the right place.

### **Once you get the bras home:**

Bras are often donated in bags. Leaving them in those bags assists sorting, as often a bag will contain all the same size.

Please keep to weight of the bags/ boxes you deliver bras in to 10kg maximum to avoid injuring yourselves or us. (After all, the national coordinator of this project is a chiropractor.) 100 bras weighs about 10 kg. It is tempting to stuff all donations into a red/white/blue striped bag. The big ones hold 250 bras, around 25kg, seriously heavy to move about.

An apple box from your fruiterer will hold about 80 bras. Thin garbage bags will tear.

Boxes taped up and stored off the floor somewhere dry in a shed keep just fine except if it gets really hot- then the elastic suffers.

If you can sort your own collection, that is magnificent. Please see our **Sorting Instructions** on the website.

## **Thanks for being part of it.**