



Creative Marketing for ReStore



AGENDA

Introductions

Social Media

Community Partnerships

Budget-Friendly Marketing

Marketing for Donations

Digital Strategies

Q&A & Share



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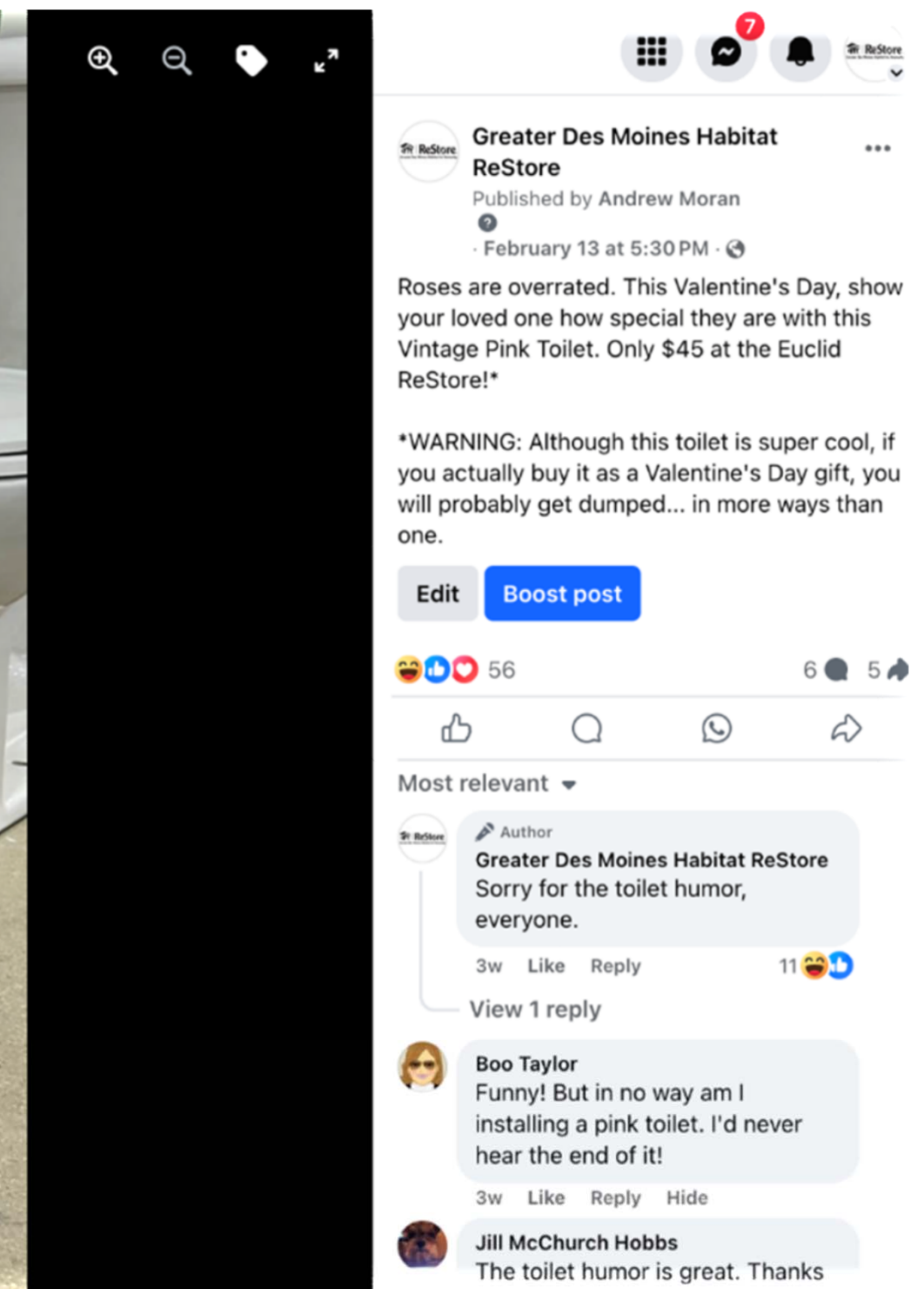
Social Media

- Social Media Voice
- Reels
- Facebook Live
- Product Posts & Engagement



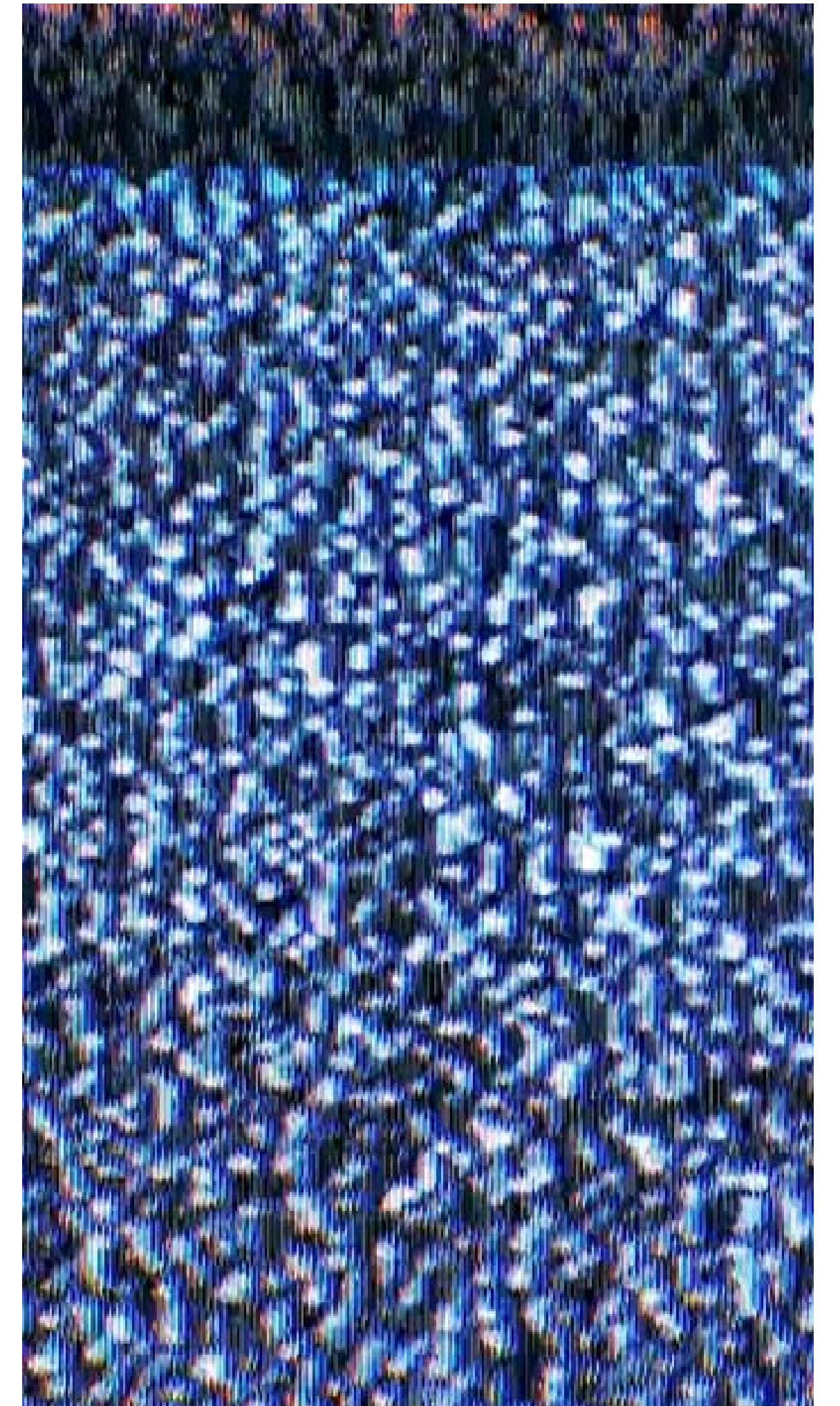
Social Media Voice

- Learn from game show announcers
- Keep it short
- Be accurate
- Be professional but not stuffy
- Humor can be effective
- When in doubt, connect to the mission



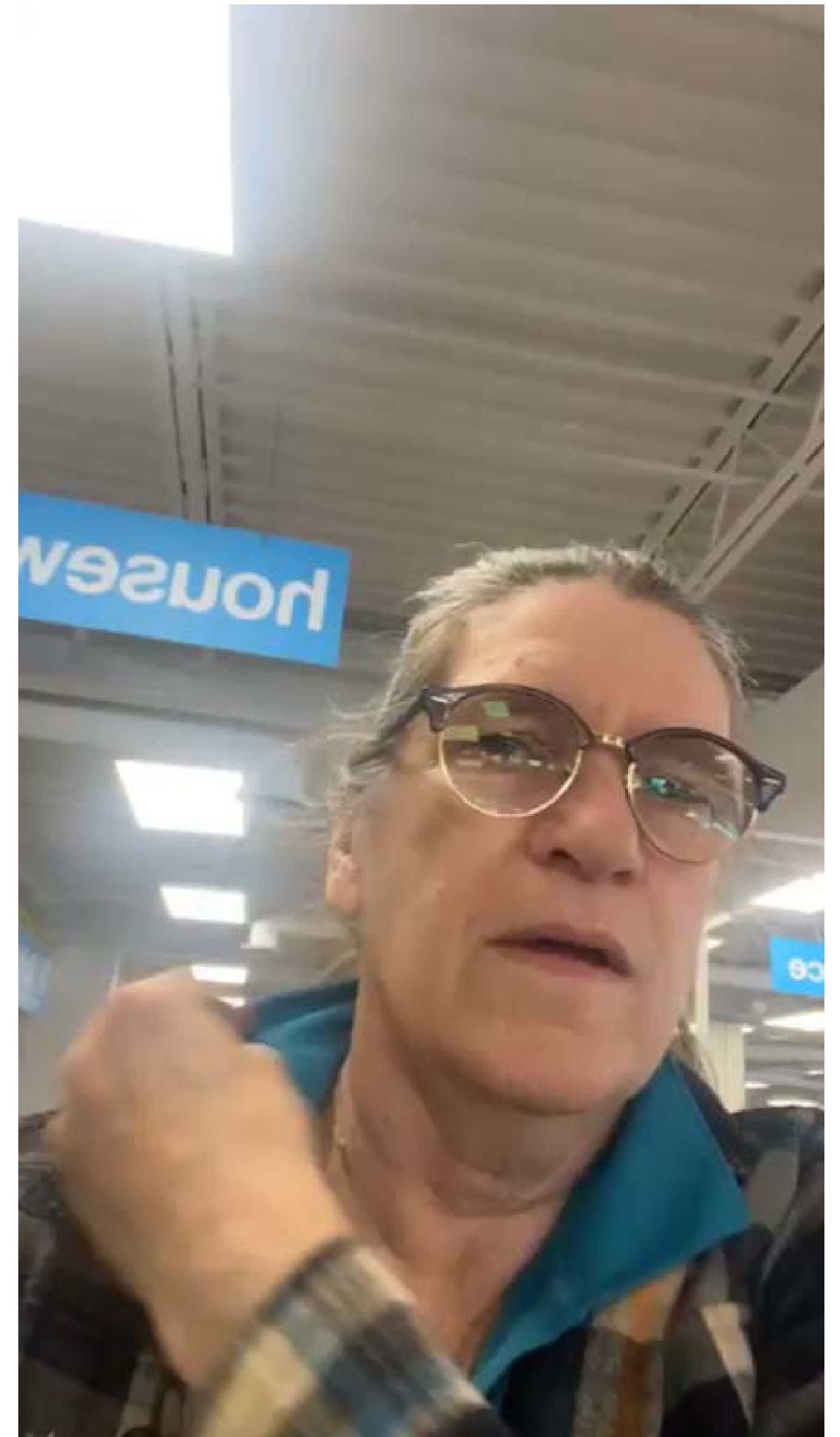
Reels

- Try to catch attention right away
- Production value doesn't need to be professional
- Keep it light and fun
- Team members = talent
- Short videos
- Viewers are often non-followers



Facebook Live

- Equipment
- Getting started
- Show new products
- Answer questions
- Engage with supporters



Product Posts & Questions/Negative Comments

- Weekly roundup (alternating stores)
- Share as an example of what people might find
- Have template for answering questions and negative comments



Twin Cities Habitat for Humanity ReStore

February 26 at 5:10 PM · 🌐

Spring has sprung outside (at least for now) and at ReStore! Whether you're looking for garden supplies, building materials, or somewhere to relax—we've got you covered! Visit our locations in New Brighton and Minneapolis today. You never know what you might find 🌱



👍❤️ 95

3 comments 3 shares



Beyond the Blueprint

2025 Habitat for Humanity Midwest Regional Conference

Community Partnerships

Greater Des Moines Partnerships

- Donation Drives: Local churches and businesses
- Volunteers: AARP, Silver Cord, ReEmployAbility, Easterseals, and others

A promotional poster for a ReStore donation drive. The background is a dark space with stars and various household items floating in the air, including a door, a house, a truck, a stove, and a couch. The ReStore logo is at the top left, with the text "Greater Des Moines Habitat for Humanity" below it. The words "DONATION DRIVE" are written in large, yellow, outlined letters. Below that, a white ReStore truck is shown with the text "FREE Donation Pickups! 515-309-0224 dmrestore.org". The date and time "SATURDAY MAY 4TH 9:00 AM - 12:00 PM" are prominently displayed. At the bottom, the location "LUTHERAN CHURCH OF HOPE ANKENY 520 NW 36TH ST. ANKENY, IA 50023" is listed.

ReStore
Greater Des Moines Habitat for Humanity

DONATION DRIVE

SATURDAY MAY 4TH
9:00 AM - 12:00 PM

LUTHERAN CHURCH OF HOPE ANKENY
520 NW 36TH ST.
ANKENY, IA 50023

FREE Donation Pickups!
515-309-0224 dmrestore.org



Twin Cities Partnerships

- Thinking outside the box
- Long-term investment
- ReuseMN & State Fair, WCCO



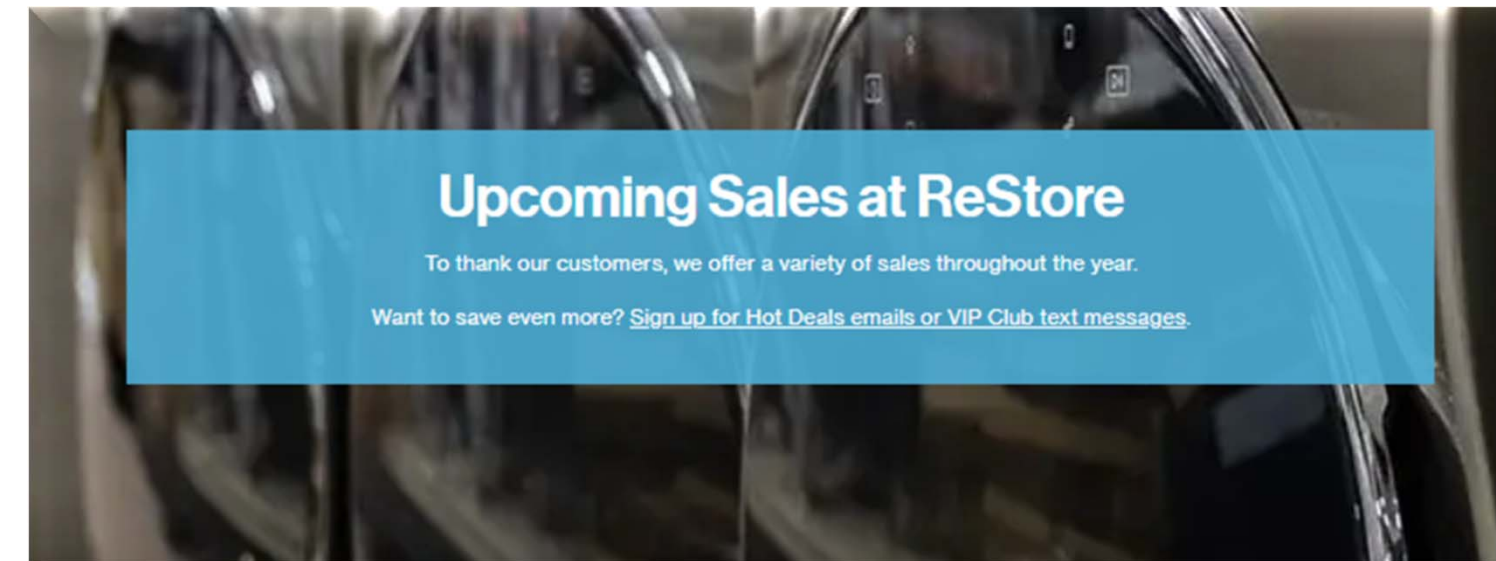
Budget-Friendly Marketing

- Sales
- Fun & Games
- Ads & Social Media
- Events



Sales

- Consider holding popular items for a special drop date
- Produce ads, emails, and reels in advance
- Lean into limited inventory
- Spread promoted items throughout the store



January 50% Off Sale
Date varies. Must be [Hot Deals](#) or [VIP subscriber](#).



Earth Day Sale
April 19 and 22, 2025



Customer Appreciation Sale
June 21, 2025



Anniversary Sale
September 2025



Fun & Games

- “Golden Hammer” scavenger hunt
- Prize wheel
- Store scavenger hunt with QR codes
- Giveaways to build email list
- Contests



GIVEAWAY!



Beyond the **Blueprint**

2025 Habitat for Humanity Midwest Regional Conference

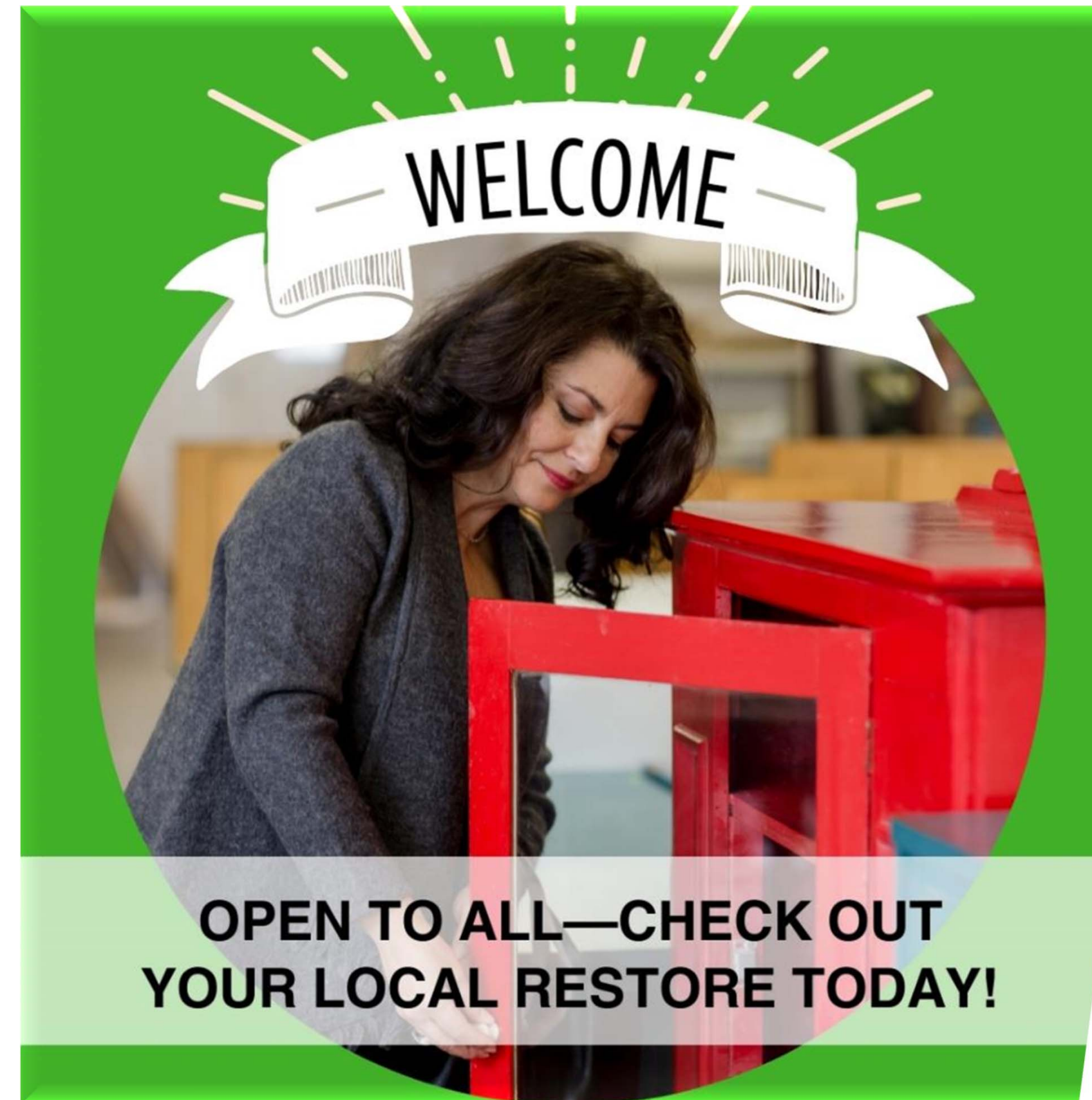


ReStore
Greater Des Moines Habitat for Humanity

20
years

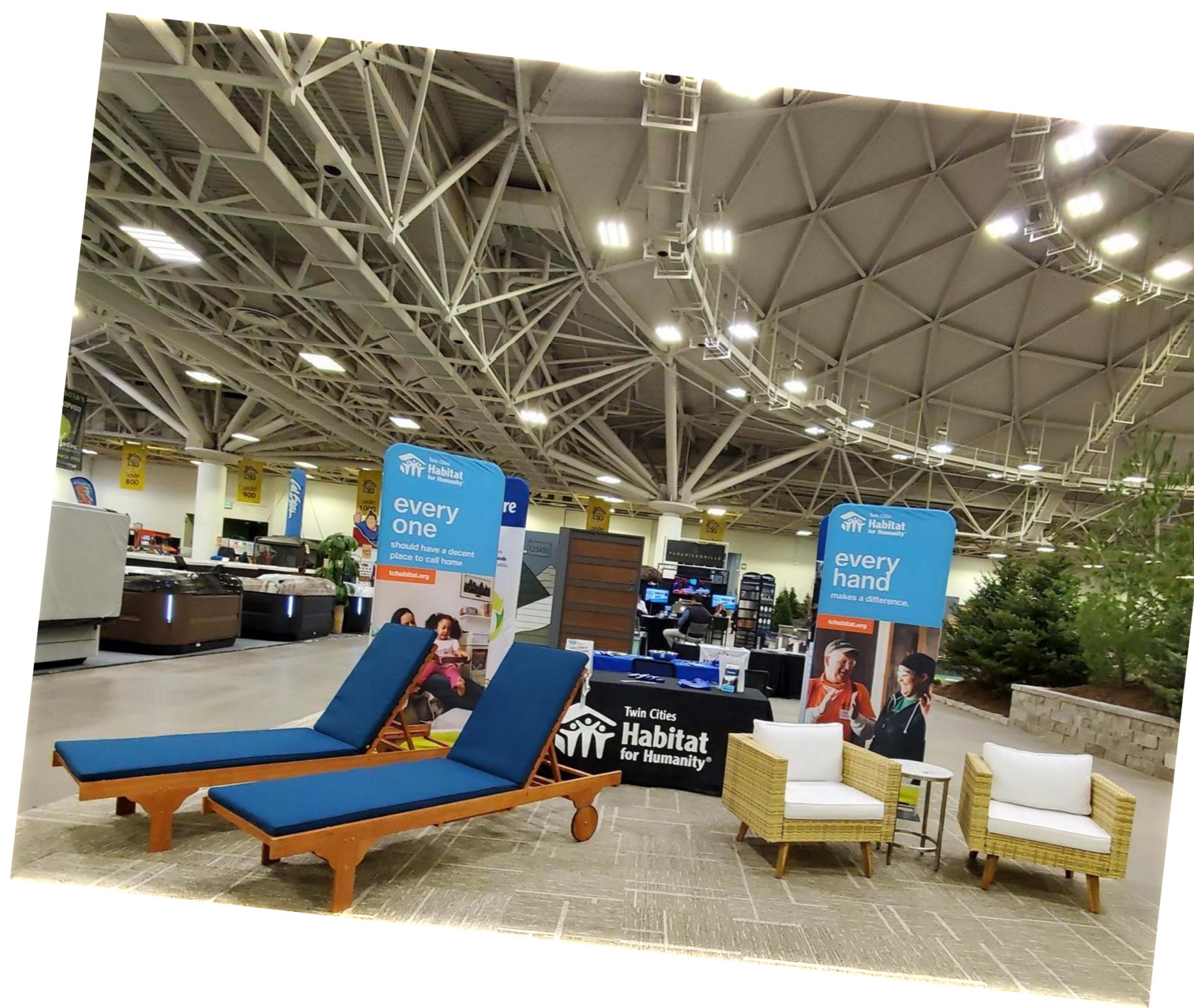
Ads & Social Media

- Boosted posts
- Google Ads
- MyHabitat



Events

- Affiliate events (Hard Hat & Black Tie gala)
- Home + Garden shows



Marketing for Donations

- Print Materials
- Back-to-School Campaign
- Highlight Benefits
- Business Donations



Beyond the **Blueprint**

2025 Habitat for Humanity Midwest Regional Conference



restore.tchabitat.org
612-588-3820
Minneapolis & New Brighton

Spring cleaning?

Skip the landfill - donate!

Scan for details



FREE DONATION PICK-UP AND DROP-OFF!



appliances | furniture | lighting | building materials | paint | tools | cabinets | flooring

Examples



ReStore
Twin Cities Habitat for Humanity

Make space for new furniture!

Donating to ReStore is easy, free, and convenient.

Benefits of Donating to ReStore

- Scheduling a **free** curbside pickup is easy!
- Avoid no shows or cancellations from online marketplaces
- Friendly, professional drivers
- Keep usable items out of landfills
- Your donation helps fund Twin Cities Habitat for Humanity

Scan here to get started!



Questions? Contact us at 612-305-7151 or donations@restore.tchabitat.org, or visit restore.tchabitat.org.



ReStore
Twin Cities Habitat for Humanity

BACK-TO-SCHOOL SALE!

AUG. 1 - 30, 2024

Show your student or educator ID to save 10% on furniture, lighting, and home goods!

TWO METRO LOCATIONS | restore.tchabitat.org



ReStore
Twin Cities Habitat for Humanity

Have furniture, tools, or other unwanted building materials?



Schedule a **FREE** donation pick-up



Or drop off at one of our metro locations

See website for store locations and donation hours.

Your donations support affordable homeownership and reduce landfill waste!



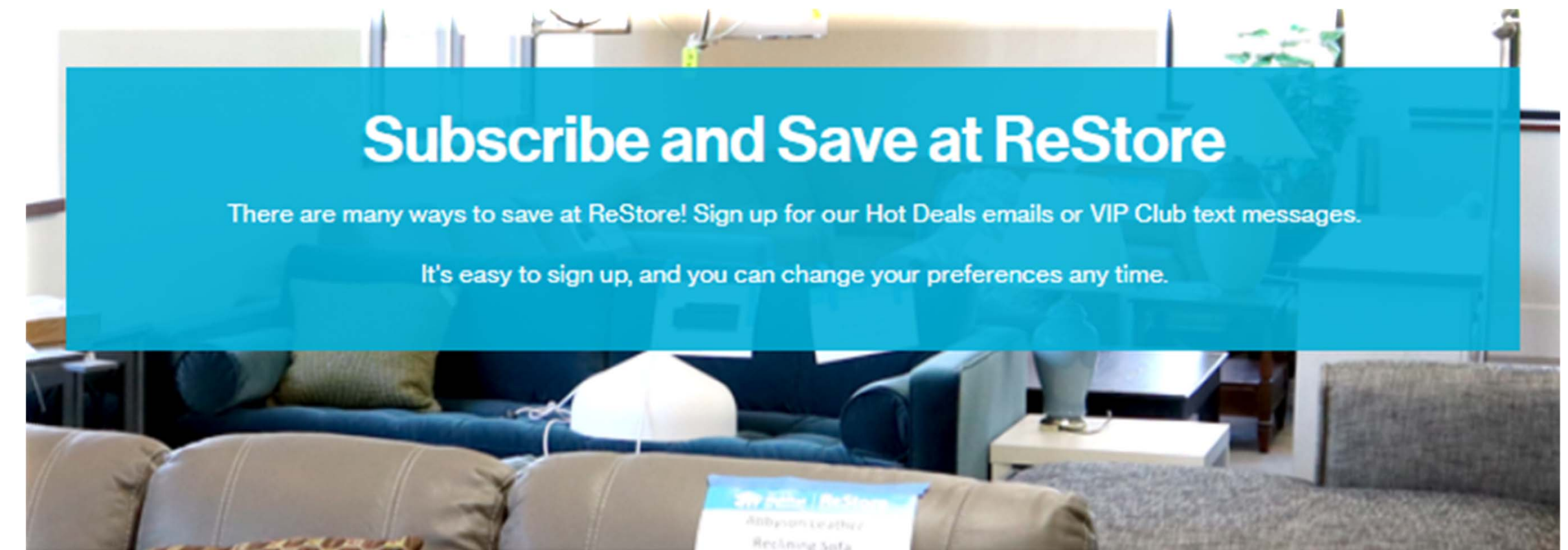
Digital Strategies


- Email & SMS Marketing
- SEO Optimization
- Seasonal Campaigns
- Highlight Mission & Environmental Impact



Other Strategies

- Email & SMS marketing
- SEO optimization
- Seasonal campaigns
- Highlight mission and environmental impact






Hot Deals

Sign up for Hot Deals to get bi-weekly emails with limited-time savings! You'll also get updates on sales, blogs, news, and more.

When you sign up for the first time, you'll receive a discount coupon to use right away! Fill out the form below to sign up.



VIP Club

The VIP Club is our way of thanking committed shoppers. Members receive, at most, a few texts each month with exclusive offers and updates. We also share store closure announcements so you're always in the know.

Sign up today! Fill out the form below or text **RESTORE** to 612-482-4943 to join.

Sign up to start saving!

First name*

First name

Email*

Email

☒ Get Hot Deals! We email sale info every other week



Q&A *and* Share



Thank you!

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