

MISCELLANEOUS PIECE: Q&A FOR WEBSITE

Q: HOW TO DONATE CLOTHES?

A: You can schedule an appointment with us about donation via phone-call at (617)340-9414 or email us at director@threadedma.org

Q: I NEED A DONATION RECEIPT?

A: Fill out our Google Form on our website, and we will get back to you with a tax receipt within 3-5 business days. Or email us at director@threadedma.org

Q: WHAT KIND OF CLOTHES DO YOU SELL?

A: We sell a variety of second-hand brand clothes from: Louis Vuitton, Gucci, Chanel, Fendi, etc. The items of clothes vary per season, but have in the past included the following items: coats, dresses, pants/jeans, skirts, sweaters, tops.

Q: HOW TO BUY YOUR ITEMS?

A: You can find our items on our website or our <u>Ebay</u> and Etsy. If you have any questions about size, price or items, please feel free to contact us via phone (617)340-9414. Or email us at <u>director@threadedma.org</u>

Q: HOW LONG TILL I RECEIVE MY ORDER?

A: We will process your order within two business days and depending on the shipping method you prefer.

O: HOW MUCH DOES SHIPPING COST?

A: Shipping is free of charge depending on the items. Shipping is tailored based on the items.

Q: WHERE DOES THE SALE GO?

A: Profits directly benefit the students in need by providing low-income students with scholarship money to use for books, classroom needs, etc. Any money that is not used immediately is then added to the overall donations fund.

Q: I WANT A REFUND AND RETURN?

A: All sales are final for all in-person sales. Customers could pay for shippings for refund and return with original quality and condition.



INTERN OF THE MONTH FOR WEBSITE OR SOCIAL



Congratulations to the intern of the month, Christine. She is an inspiration to us all! Christine's outstanding performance helped push up our company revenues to greater heights. Thank you!

"As the organization's Co-Founders, we want to recognize your hard work in building our social media presence and networking system. Your hard work is turning into tangible profits for our team and organization. Congrats!" said Laurel Sgan, Co-Founder of ThreadEd, Fashion for a Future. Christine exemplifies the social media work for the organization's Instagram. Within the last 28 days, we have seen a 270.1% Instagram reach increase and a 90.2% increase in Instagram profile visits. There has also been a 67% increase in overall Instagram growth. It is all because of Christine's work.

Thank you again for exemplifying your value to our organization and community!



SOCIAL MEDIA STRATEGY

SOCIAL MEDIA PLATFORM AUDIT

FACEBOOK @Threaded: Fashion for a Future

322 followers, 296 likes on the page, five people checked in, 5 Star review

The posts on Facebook categorize as 93% promotions and 7% informational posts. There are few likes and comments and barely any engagement from the audience. The average number of likes is about seven likes with zero comments. Outfit videos resonated the best with the audience—hashtags such as #ShoppingWithAPurpose. The post with #ShoppingWithAPurpose has more engagements on likes compared to other posts. For instance, on May 10, the post with the hashtags had 88 likes. The average amount of comments totals zero. All posts' engagement rate is 0.02%. I analyzed the posts on Facebook in the last six months (Apr. 18, 2022 - Oct. 20, 2022) The majority of the posts are promotional. The organization is eager to promote their donation drives and their sale items. However, the average likes per post is 11 likes and one comment. Most informational posts are regarding being eco-friendly and environment safety. Both informational and promotional posts are 100% pictures from the organization or repost from somewhere's page.

The timing and frequency of Facebook has slowly improved to one post per week. Those posts were not pre-planned and they are only posting based on the photo taken by the organization.

INSTAGRAM @fashion4afuture

433 Followers and 749 Posts

There is a small amount of likes and comments and barely any engagement from the audience. The average number of likes is about eight likes with zero comments. Many of the posts on Instagram are similar on Facebook. The captions, hashtags, and visuals are almost identical. The average amount of comments totals zero. All posts' engagement rate is 0.018%. I analyzed the posts on Facebook in the last six months (Apr. 22, 2022 - Oct. 20, 2022) The majority of the posts are promotional. The organization is eager to promote their donation drives and their sale items. However, the average likes per post is 14 likes and one comment. Most informational posts are regarding being eco-friendly and environment safety. Both informational and promotional posts are 100% pictures with no videos from the organization or repost from somewhere's page.

The timing and frequency of Facebook has slowly improved to one post per week. Those posts were not pre-planned and they are only posting based on the photo taken by the organization.



PATTERN

ThreadED primarily focuses on Facebook and Instagram. Both pages showed very similar graphics and photos. It is almost identical since the organization has similar contents on both pages which will cause their target audience to see the same contents over and over again as well as sharing the same engagement rate.

WEEKLY SOCIAL MEDIA CALENDAR:

FUN FACT TUESDAY SHOPPING WEDNESDAY THROWBACK THURSDAY FRESH FITS FRIDAY

The Endemic will mainly focus on fashion related since the primary goal is to sell more thrifted clothes to fund the scholarship.

January

National:

- Monday, Jan. 2 New Year's Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT)
- Monday, Jan. 16 Martin Luther King Jr. Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT)

Endemic:

- Saturday, Jan. 21 International Sweatpants Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT)
- Sunday, Jan. 22 National Polka Dot Day (NO POST)

February

National:

• Monday, Feb. 20 - Washington's Birthday (NO POST)

Endemic

- Saturday, Feb. 4 National Secondhand Wardrobe Week (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (PERHAPS ANY COMBO FITS)
- Tuesday, Feb. 14 Love Teaching Week (**Post NEEDED**) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (EXPLAIN THE PURPOSE OF THREADED)
- Monday, Feb. 20 National Comfy Day (NO POST0

March

Endemic

- Monday, Mar. 6 National Dress Day (**Post NEEDED**) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (MAYBE POST VIDEO ON THE WEDDING DRESS)
- Friday, Mar. 10 Skirt Day (NO POST)
- Monday, Mar. 13 National Jewel Day (NO POST)

April

Religious



• Wednesday, April 5, Passover (**Post NEEDED**) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (SIMILAR TO NEW YEAR'S DAY)

Endemic

- Sunday, Apr. 10 Week of Young Children (**Post NEEDED**) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (POST STUDENTS THAT THREADED ARE WORKING WITH)
- Monday, Apr. 24 Fashion Revolution Day (NO POST)
- Monday, Apr.24 National Student Leadership Week (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (PHOTOS WITH ALRAY'S MENTORS AND MENTEES)
- Wednesday, Apr. 26 Denim Day (NO POST)

May

National

 Monday, May 29 - Memorial Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT)

Endemic

• Saturday, May 20 - National High Heels Day (NO POST)

June

National

• Monday, June 19 - Juneteenth National Independence Day (Post NEEDED)

Endemic

- Thursday, June 1 Wear a Dress Day
- Friday, June 20 National OOTD Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT) COMBINE WITH FRESH FIT FRIDAY

July

National

• Tuesday, July 4 - Independence Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT) CELEBRATE FOR NATIONAL HOLIDAY

Endemic

Sunday, July 9 - Fashion Day (NO POST)

August

Endemic

 Thursday, Aug. 17 - National Thrift Shop Day (Post NEEDED) ADD THE PRODUCTS IN STORE OR SALE ANNOUNCEMENT

September

National

• Monday, Sept. 4 - Labor Day (**POST NEEDED**)

Endemic

• Wednesday, Sept. 27 - National Scarf Day (NO POST)

October



Endemic

- Thursday, Oct. 6 National Plus Size Appreciation Day (**POST NEEDED** TO PROMOTE INCLUSIVITY AND INCLUDE PRODUCTS)
- Monday, Oct. 10 National Handbag Day (NO POST)
- Monday, Oct. 31 Halloween (**POST NEEDED**) (SHOW COSTUME IDEA)

November

National

- Friday, Nov. 10 Veterans Day (**POST NEEDED**) (THANK YOU POST)
- Thursday, Nov. 23 Thanksgiving Day (**POST NEEDED**)

Endemic

- Tuesday, Nov. 1 National Scholarship Month (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (PROVIDE INFORMATION ABOUT THREADED AND WAYS TO SUPPORT)
- Thursday, Nov. 3 National Accessory Day (NO POST)
 December

National

- Sunday, Dec. 24 Christmas Eve (**Post NEEDED**) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (PRODUCTS FOR CHRISTMAS GIFT)
- Monday, Dec. 25 Christmas Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT)

Endemic

 Monday, Dec. 5 - National Blue Jeans Day (Post NEEDED) (GRAPHIC AND COMMENT FOR ENGAGEMENT) (RECOMMENDATION FOR GOOD JEANS)



SOCIAL MEDIA POST SAMPLES

January (Instagram)

Happy New Year

Jan. 1, 2023, Sunday

Happy New Year from ThreadED, Fashion for a Future. We are excited to see your glittery NYE fashion, please post your image and tag us!

#HappyNewYear #2023

Jan. 2, 2023, Monday

We are excited to hear your #NewYearsResolutions! We hope you consider cleaning out your closets and #donating to @ThreadEd or adding to your wardrobe by shopping at our next event! #NewYearGoal



Jan. 3, 2023, Tuesday

FUN FACT TUESDAY

Did you know that we are having a #Winter #SpringSale with the Related Company next week from Jan. 10 to 20 at 533 Dorchester Ave. Boston? Check out the link in our bio or sign up for the Newsletter for more information. Comment to tell us what products you want to see at the #DonationDrive.





Jan. 4, 2023, Wednesday

SHOPPING WEDNESDAY

In our #WinterSpringSale next week from Jan 10 to 20 at 533 Dorchester Ave.,Boston, we have our vintage @Adidas sweater vest, vintage @Versace jeans, and @Versace t-shirt. Comments to rate this outfit out of 10.

#ShopWithAPurpose #Thrifting
#VintageWear #OOTD #VintageAesthetics



Jan. 5, 2023, Thursday

THROWBACK THURSDAY

#TBT our Winter/Spring Sale in 2022 Our customers had a fantastic time. Our next Winter Sale is from Jan. 10 to 20 at 533 Dorchester Ave. in Boston. Make sure to visit us and #ShopWithAPurpose with our #VintageWear. Every purchase benefits p low-income students.

#VintageWear #OOTD #VintageAesthetics #SupportingStudents





Jan. 6, 2023, Friday

FRESH FITS FRIDAY

Our customer, James, sent us complete outfits on his purchase from our Winter Sale. @GANT vintage sweater with @POLO pants. You can have similar fits if you visit our next Winter/Spring Sale from Jan. 10 to 20. Comments to tell us about this outfit.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #OOTD #VintageAesthetics #FreshFits

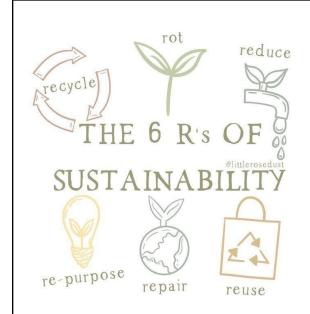


Jan. 9, 2023, Monday

ANNOUNCEMENT! Tomorrow is the first day of our Winter/ Spring Sale. It is from Jan. 10 to 20 at 533 Dorchester Ave., Boston. Visit us and see what kind of treasure you can find to support our students in need. Let's help them to go to school.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #HelpingStudents





Jan. 10, 2023, Tuesday

FUN FACT TUESDAY

Recycle, Rot, Reduce, Re-purpose, Repair, and Reuse. Keys to Sustainability. Come to our Winter/Spring Sale to Re-purpose, Reuse, and Resell vintage clothes. All purchases benefit students in need. The sale is from Jan. 10 to 20 at 533 Dorchester Ave., Boston. Let us know what #FashionFind you are searching for!

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #HelpingStudents #Resale #Sustainability



Jan. 11, 2023, Wednesday

SHOPPING WEDNESDAY

In our Winter/Spring Sale next week from Jan 10 to 20 at 533 Dorchester Ave. in Boston, we have our vintage @GANT dress shirt, vintage @Aritzia jeans, @HarleyDavidson motorcycle jacket, and #Converse.

Comments to rate this outfit out of 10.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #OOTD #VintageAesthetics





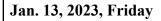
Jan. 12, 2023, Thursday

THROWBACK THURSDAY

#TBT to our Alray Scholar article on ThreadED student scholarship and Winter/Spring sale. We discussed helping low-income students to get a higher education degree. Check the link in the bio for more information.

#ShopWithAPurpose #WinterSale #SpringSale #TBT #Article #NonProfit





FRESH FITS THURSDAY

Wow! Charles purchased this @POLO shirt and @CHANEL jeans at the 2022 Winter Sale and we think he looks #STUNNING. Looking for your signature look at this year's sale? Comments to tell us about this outfit.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #OOTD #VintageAesthetics #FreshFits





HOW SUSTAINABLE ARE THESE FABRICS?

If you're looking to live a more eco-friendly life, looking at your fashion habits is a great way to start. I advocate for buying second-hand and wearing what you already have, but if you need to buy new, here's a rundown of some common materials...

www.jessrigg.com

HEMP

A quick-growing plant

which uses half the space

and half the water that

cotton does. Make sure

that it's manufactured

without harsh chemicals

and isn't dyed.

BAMBOO

Another fast growing plant

which doesn't need lots of

land, water or pesticides.

During processing, lots of

harsh chemicals are used,

then released into the local

area. Look for closed-loop.

ECONYL

This fabric is made from

COTTON

It's very thirsty and labour intensive. 1kg (a t-shirts worth) of cotton farmed conventionally can use 20.000 litres of water. Look for Organic or Recycled Cotton.

LINEN

When <u>undyed</u>, <u>Linen is</u> biodegradable. It's made from Flax which is grown with less pesticides and water than cotton. It can be quite pricey go second-hand or se it as an investment

LYOCELL

Also known as Tencel, it's made from wood pulp and uses a closed loop production meaning that the water & chemicals are retained to be used over and over.

recycled Nylon. Whilst it's great for reducing the plastic in our oceans by utilisting fishing nets, garments still release micro plastics.

PLASTIC

Polyester, Nylon, Acrylic, Polyamide, Elastane and any other material made from plastic are one's to avoid. They're made from oil and will leech micro plastics into our waterways.

Jan. 17, 2023, Tuesday

FUN FACT TUESDAY

HOW SUSTAINABLE ARE THESE FABRICS? Making sure what kind of fabrics are suitable for the environment? Comment down below what you learned from it.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #HelpingStudents #Resale #Sustainability





Jan. 18, 2023, Wednesday

SHOPPING WEDNESDAY

In our Winter/Spring Sale ends in 2 DAYS at 533 Dorchester Ave. in Boston, we have our vintage @NIKE t-shirt, vintage @NIKE jeans, @VANS. Comments to rate this outfit out of 10.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #OOTD #VintageAesthetics



Jan. 19, 2023, Thursday

THROWBACK THURSDAY

#TBT our donation pick up at The Harris in Boston. ThreadED is helping low-income students to get a higher education degree. Check the link in the bio for more information. Don't forget!

#ShopWithAPurpose #WinterSale #SpringSale #TBT #Article #NonProfit





Jan. 20, 2023, Friday

FRESH FIT FRIDAY

Our customer, Stacy, sent us complete outfits from her purchase from our Winter Sale. @ARITZIA star t-shirt with @LEVIS jeans. You can have similar fits if you visit the LAST DAY of our Winter/Spring sale at 533 Dorchester Ave. in Boston. Rate Stacy's look for us!.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #OOTD #VintageAesthetics #FreshFits





Jan. 21, 2023, Saturday

NATIONAL SWEATPANTS DAY

HAPPY NATIONAL #SWEATPANTS DAY! Make sure to wear your most comfortable sweatpants and enjoy a beautiful Saturday! Or, you can schedule an appointment with us to shop for more comfortable sweatpants. More information is in the link in our bio. Let us know what's your favorite brand of sweats in the comment.

#ShopWithAPurpose #Thrifting #VintageWear #OOTD #VintageAesthetics #Sweatpants #NationalSweatpantsDay



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Jan. 22, 2023, Sunday

THANK YOU!

THANK YOU ALL FOR COMING! Our Winter/Spring Sale was a success. We are so grateful for the people who can make it to our sale. Make sure to follow us on Instagram and Facebook. We will host our next sale soon. Comment down below about your haul.

#ShopWithAPurpose #Thrifting #VintageWear #ThankYou #VintageAesthetics #Shopping



February (Facebook)



Feb. 1, 2023

SHOPPING WEDNESDAY

#SPRING #WEDDING SEASON! Check out our new collection of @VeraWang wedding dresses. Schedule an appointment for more collections of wedding dresses.

#ShopWithAPurpose





Feb. 2, 2023

THROWBACK THURSDAY

#TBT @AlrayScholars invited us to their annual #fundraising event. Our partner organization in Boston raising money for low-incoming students and send them for higher #education

#ShopWithAPurpose #Donate





Feb. 3, 2023

FRESH FIT FRIDAY

Our customer, Theo, sent us complete outfits from his purchase from our Winter Sale. @ARITZIA knit wear with @DICKIES jeans. You can have similar fits if you visit our #Spring sale in Boston. Rate Theo's look for us!.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #OOTD #VintageAesthetics #FreshFits



Feb. 7, 2023

FUN FACT TUESDAY

Did you know that a study found that 65% of college students nationwide skipped #textbook purchases despite concerns of their grades? The textbook cost \$628 to \$1,471 annually. ThreadED, Fashion for a Future is here to help. Check the link in bio to #donate for our students.





Feb. 8, 2023

SHOPPING WEDNESDAY

In our next #Spring Sale, we will have our vintage @Carhartt cargo pants. Comments to see which colors you would like.

#ShopWithAPurpose #SpringSale #Thrifting #VintageWear #OOTD #VintageAesthetics



Feb. 9, 2023

THROWBACK THURSDAY

#TBT our last time meeting with the new Executive Director of Alray Scholar, @DebbieNguyen and celebrating Alray Scholars' mentors and mentees. Check out for more events between Alray and ThreadED.

#ShopWithAPurpose #Newton #Donate #NonProfit





Feb. 10, 2023

FRESH FIT FRIDAY

Our customer, Grant, sent us complete outfits from his purchase from our Winter Sale. @CROCS knit wear with @LEVIS jeans. You can have similar fits if you visit our next #Spring sale in Boston. Rate Grant's look for us!

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #OOTD #VintageAesthetics #FreshFits



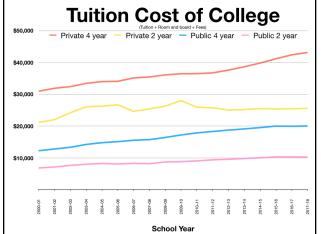
Feb. 13, 2023

ANNOUNCEMENT MONDAY

#SPRING DONATION SALE IS HERE! It is going to be on March 1-10, 2023. Please visit us at 123 Commonwealth Ave. Boston. See what kind of treasure you can find to support our students in need. Let's help them to go to school.

#ShopWithAPurpose #WinterSale #Thrifting #VintageWear #HelpingStudents





Feb. 14, 2023

FUN FACT TUESDAY

Did you know that the #tuition cost of college has been increasing in the last 20 years? Each year, there are more students who could not attend higher #education institutes because of the tuition increases. But, ThreadED is here to help those students. Check the link in the bio to #donate.



Feb. 15, 2023

SHOPPING WEDNESDAY

In our next #Spring Sale, we will have our vintage @JNCO jeans. Comments to see which colors you would like.

#ShopWithAPurpose #SpringSale #Thrifting #VintageWear #OOTD #VintageAesthetics





Feb. 15, 2023

THROWBACK THURSDAY

#TBT our successful #Winter/Spring #donation drive. We are so excite to have our next #Spring donation drive coming up in March. Make sure to visit us again at 123 Commonwealth Ave. Boston. Comment down below what you want to see at our next donation drive.

#ShoppingWithAPurpose #VintageWear



Feb. 16, 2023

FRESH FIT FRIDAY

Our customer, Dakota, sent us a gorgeous #EcoFriendly #Wedding dress from our wedding dresses collection. It is a special @LANVIN dress. You can schedule an appointment with us for your dress shopping. Rate this special @LANVIN dress in the comment.

#ShopWithAPurpose





Feb. 20, 2023

FUN FACT TUESDAY

Did you know in Spring 2023, the newest fashion trend is metallic clothing? Maybe we will include those outfits in our next #Spring #Donation drive. Tell us if you like #Metallics in the comment.

#ShopWithAPurpose





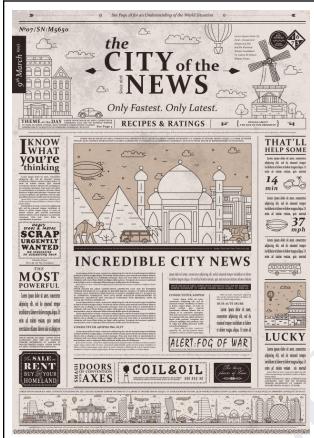
Feb. 21, 2023

SHOPPING WEDNESDAY

In our next #Spring Sale, we will have our vintage @Northface puffer jacket. Comments to see which colors you would like.

#ShopWithAPurpose #SpringSale #Thrifting #VintageWear #OOTD #VintageAesthetics





Feb. 22, 2023

THROWBACK THURSDAY

#TBT reporter Bromberg did an #interview on our organization, ThreadED, Fashion for a Future. It is called "ThreadED Turns Clothes into #Education." Check out the article in our interview in the link in bio.

#ShopWithAPurpose