

GOODWILL OF GREATER DETROIT

MORE THAN JUST THRIFT STORES

Repositioning Goodwill for Gen Z



MEET THE TEAM



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WHAT WE WILL BE DISCUSSING TODAY

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- 04 TARGET AUDIENCE
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CLIENT CHALLENGE & OUR ASSIGNMENT

THE ISSUE:

Goodwill of Greater Detroit faces widespread misconceptions about their organization, particularly with Gen Z, who view it as just another thrift store rather than a mission-driven nonprofit. Misinformation online and limited mission awareness weaken trust, digital engagement, and connection with younger audiences.

OUR ASSIGNMENT:

Develop a strategic, research-based communications plan that increases mission awareness, strengthens transparency, drives Gen Z engagement, and repositions Goodwill as a community pact organization that is driven by their mission.

PRIMARY RESEARCH

Key Findings:

DRAWING FROM OUR MIXED-METHOD RESEARRCH OF QUANTITATIVE SURVEY AND QUALITATIVE INTERVIEWS

33%

KNOW NONPROFIT STATUS

76%

BRAND FAMILIARITY

88%

VALUE AFFORDABILITY

57%

VALUE SUSTAINABILITY

- Interviewees expressed that mission understanding is either **vague or unclear**.
- Gen Z learns about brand primarily on **TikTok and Instagram**.
- Shoppers value **affordability and sustainability**, but want **more environmental and impact messaging**.
- Concerns include: **rising prices, transparency, and executive pay**. These concerns create trust barriers.

What this means:

Gen Z needs mission clarity, transparency, and authentic storytelling to understand Goodwill as more than a thrift store. There is high brand recognition, but low awareness of their impact.

SWOT ANALYSIS

STRENGTHS

- Strong national brand recognition
- Proven job training infrastructure and community partnerships
- Sustainability diverting millions of pounds from landfills annually
- Recent expansion with new stores in Madison Heights and Southfield

OPPORTUNITIES

- Growing thrift shopping trend among Gen Z
- Detroit economic revitalization creating job placement opportunities
- Social media engagement through TikTok and Instagram for younger demographics
- Storytelling potential through success stories and impact narratives

WEAKNESSES

- Limited public awareness of workforce development mission
- Heavy dependence on unpredictable donation quantity and quality
- Vulnerability to misinformation about executive compensation and fund usage
- Traditional retail model facing digital competition

THREATS

- Strong competition from other thrift/consignment stores and online resale platforms (Salvation Army, Plato's Closet, Poshmark, Depop, eBay)
- Rapid spread of misinformation on social media damaging reputation
- Fast fashion oversupply reducing retail value of donated items
- Potential government funding cuts for workforce development programs

CAMPAIGN OBJECTIVES AND STRATEGIES

OBJECTIVE 1

**INCREASE DIGITAL ENGAGEMENT
WITH GEN Z AUDIENCES BY 30%
WITHIN 12 MONTHS.**

STRATEGY:

UTILIZE POPULAR SOCIAL MEDIA
PLATFORMS USED BY GEN Z
AUDIENCES AND CREATE
ENGAGING CONTENT.

OBJECTIVE 2

**INCREASE MISSION AWARENESS
AND NONPROFIT STATUS BY 15%
WITHIN 6 MONTHS.**

STRATEGY:

ENHANCE MISSION MESSAGING
AND VISUAL COMMUNICATION BY
USING LOCAL CONNECTIONS

OBJECTIVE 3

**INCREASE STORE TRAFFIC IN NEW
LOCATIONS BY 10% WITHIN 12
MONTHS.**

STRATEGY:

CREATE A "SHOP LOCAL"
PARTNERSHIP NETWORK WITH
NEIGHBORING BUSINESSES AND
SCHOOLS

TARGET AUDIENCE

PRIMARY TARGET: GEN Z (BORN 1997-2012)

- **Values:** sustainability, affordability, individuality, community involvement.
- **Media Habits:** highly active on TikTok, Instagram, and short-form content.
- **Shopping Motivations:** thrift culture, self-expression, and sustainability.
- **Needs:** clarity on how Goodwill impacts people and the environment.
- **Barrier:** limited awareness of job training programs and nonprofit mission.



PERSONAS

THE ECO PURIST- RILEY TORRES

AGE: 20

Values:

- Sustainability and affordability
- Expressing herself through clothing

Media Habits:

- Very active on TikTok and Instagram
- Creates short videos showing her thrifted outfits

Motivations:

- Wants clothing that reflects her unique style
- Prefers supporting nonprofits that give back to the community

Needs

- Proof that the organization aligns with her values

Barrier:

- Doesn't fully understand Goodwill's job training mission



THE BUDGET HACKER- DEVIN MORALES

AGE: 22

Values:

- Affordability
- Community resources
- Transparency

Media Habits:

- Follows local pages for student resources and discounts

Motivations:

- Stretch his budget while still finding quality items

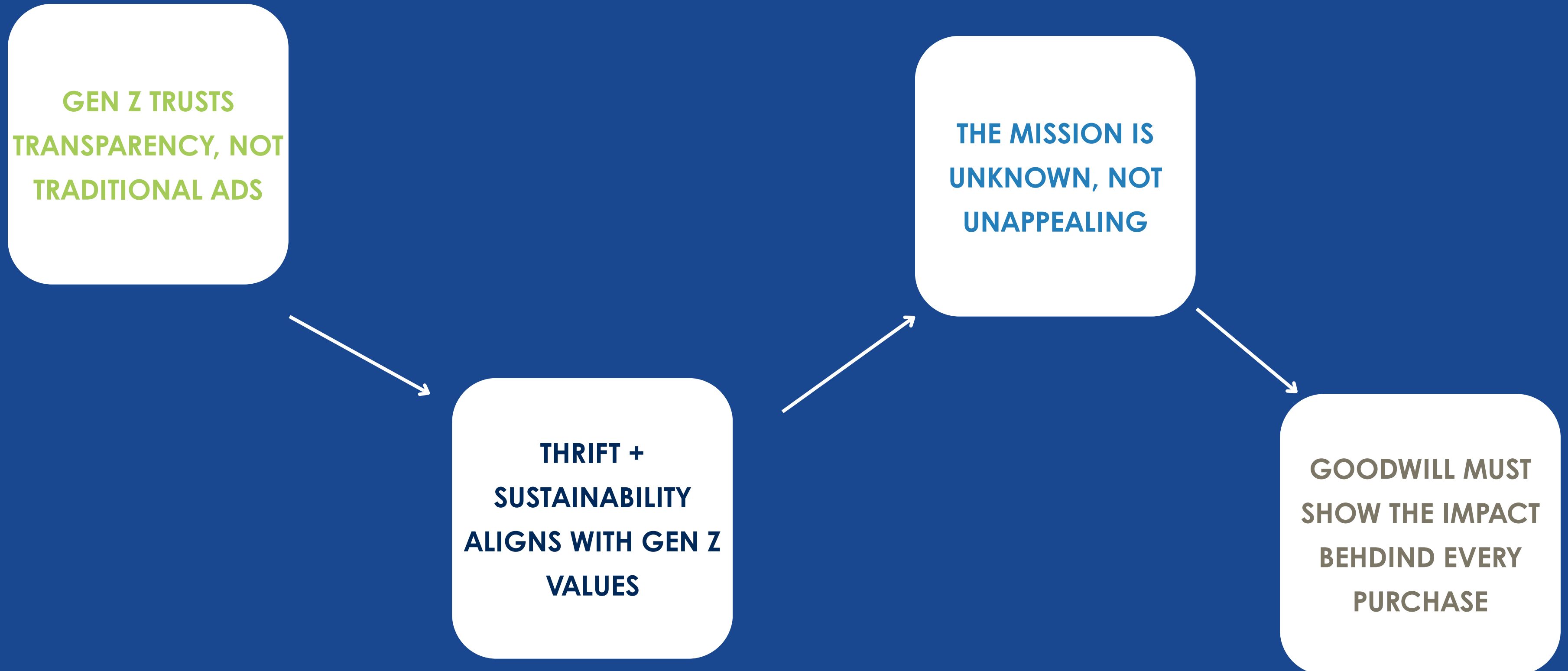
Needs:

- Info on additional community resources (career centers, trainings, workshops)

Barrier:

- View Goodwill as just a budget shopping option, not a community resource hub

KEY INSIGHTS



GEN Z CAN SUPPORT THE MISSION ONCE THEY CAN SEE IT CLEARLY

BIG IDEA

**EVERY PURCHASE
POWERS A
TRANSFORMATION**

FROM THRIFT FINDS TO CHANGED LIVES: SEE THE IMPACT BEHIND EVERY ITEM

BRINGING THE BIG IDEA TO LIFE

Digital Engagement (Objective 1)

PLATFORMS: TIKTOK, INSTAGRAM, FACEBOOK.

TACTICS: SHORT-FORM VIDEOS, INFLUENCER COLLABORATIONS, TREND-DRIVEN CONTENT, INTERACTIVE CHALLENGES, AND USER-GENERATED CONTENT.

GOAL: 30% INCREASE IN DIGITAL ENGAGEMENT WITHIN 12 MONTHS.

Mission Awareness (Objective 2)

STRATEGIES: IN-STORE IMPACT WALLS, STORYTELLING DISPLAYS, QR CODES, NONPROFIT PARTNERSHIPS, AND A DIGITAL TRANSPARENCY CAMPAIGN.

TACTICS: "MYTH VS. FACT" WEBSITE SECTION, "WHERE DOES MY DONATION GO?" VIDEO SERIES, AND PRESS RELEASES.

GOAL: 15% INCREASE IN MISSION AWARENESS WITHIN 6 MONTHS.

Store Traffic (Objective 3)

STRATEGIES: NEW CUSTOMER INCENTIVES, "SHOP LOCAL" PARTNERSHIPS, AND STUDENT-FOCUSED EVENTS.

TACTICS: DISCOUNTS, CO-BRANDED EVENTS, PUNCH-CARD LOYALTY PROGRAMS, CAMPUS POP-UPS, AND STUDENT AMBASSADOR PROGRAMS.

GOAL: 10% INCREASE IN STORE TRAFFIC AT MADISON HEIGHTS AND SOUTHFIELD LOCATIONS WITHIN 12 MONTHS.

TACTICS IN ACTION

SHOP LOCAL MADISON HEIGHTS

Supporting Our Community, One Visit at a Time



When you shop local, you support jobs, sustainability, and community growth. Goodwill of Metro Detroit is proud to partner with Madison Heights businesses to build pathways to independence through the power of work.

Your Local Partners



Local Café Name
Coffee & Bakery



Salon Name
Hair & Beauty



Bookstore Name
Books & Gifts



Fitness Studio
Wellness



Boutique Name
Fashion & Home



Goodwill Metro Detroit
Thrift & Training

THE GOODWILL DIFFERENCE



17,000+
Individuals served annually (job training, career services, and employment programs)



Millions
Pounds diverted from landfills

- ✔ Supports community employment
- ✔ Reduces environmental impact
- ✔ Keeps dollars in Metro Detroit
- ✔ Funds job training programs
- ✔ Builds stronger neighborhoods

EXCLUSIVE SHOP LOCAL REWARDS!

Visit any partner location and mention this flyer for **exclusive local discounts**

Show your partner receipt at Goodwill for **15% off your purchase...** and vice versa!

THE SHOP LOCAL CHALLENGE

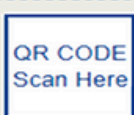
Visit 5 different partners, get your card stamped, earn **20% off** at ANY location!

Pick up your punch card at any participating business



goodwilldetroit.org | 313.964.3900

Follow us: @GoodwillDetroit
#ShopLocalMadisonHeights



Did you know? Goodwill is a nonprofit. Your purchases fund job training programs for Metro Detroit residents.

PRESS RELEASE



FOR IMMEDIATE RELEASE

November 17, 2025

GOODWILL OF METRO DETROIT EXPANDS PRESENCE WITH NEW STORE OPENINGS AND COMMUNITY PARTNERSHIPS

Madison Heights and Southfield, MI – Goodwill of Metro Detroit has announced the opening of its Madison Heights and Southfield stores, alongside new community partnerships that reinforce the organization's commitment to transparency and its mission of changing lives through the power of work.

The newly reopened stores allow Goodwill to serve more local residents while providing clearer in-store communication about how donations and purchases support job training and employment programs across Metro Detroit. Updated signage, interactive impact displays, and QR-code resources will help shoppers and donors easily understand how their contributions create opportunities for job seekers and support workforce development programs. In addition to the physical store expansions, Goodwill is strengthening connections with local nonprofits, schools, and small businesses. These partnerships aim to raise awareness of Goodwill's mission, foster volunteer opportunities, and create a stronger network of community support. "We are thrilled to expand our presence in the Detroit area and deepen our collaboration with local organizations," said a Goodwill representative. "These efforts reflect our commitment to openness, community engagement, and ensuring that every individual can clearly see the impact of their support."

Through these expanded locations and partnerships, Goodwill seeks to build trust, elevate its local impact, and ensure that every shopper and donor can experience firsthand the meaningful outcomes of their contributions.

About Goodwill of Metro Detroit: Goodwill of Metro Detroit is a nonprofit organization dedicated to changing lives through the power of work. By providing job training, employment services, and community-based programs, Goodwill helps individuals gain skills and find sustainable employment while reinvesting proceeds from retail operations back into the community.

-End-

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GOODWILL INDUSTRIES INC.

Goodwill Community Connections

Building Partnerships. Strengthening Communities



Community Partnership Highlight

Our Community Partnership Highlight newsletter shares stories about collaboration between Goodwill of Greater Detroit and local partners. Each feature showcases joint projects, volunteer efforts, and how these partnerships make a lasting impact in our communities



Shop Local Initiatives

Through our "Shop Local Madison Heights" and "Shop Local Southfield" networks, we have teamed up with local cafés, boutiques, salons, bookstores, and fitness studios to:

- Exchange flyers and other promotional materials
- Feature one another in newsletters and social media
- Encourage residents to shop small and give back locally.

Partner Spotlight

Each issue will highlight a local business or organization that shares Goodwill's mission. Partners help amplify our message and mission.

Businesses and nonprofits interested in partnering with Goodwill can connect with us by emailing us at info@goodwilldetroit.org



EVALUATION

How We'll Measure Tactic Success

OBJECTIVE 1

**MEASURE FOLLOWERS, LIKES,
COMMENTS, SHARES, VIDEO
VIEWS, AND HASHTAG
PERFORMANCES ON TIKTOK AND
INSTAGRAM**

GOAL:

30% GROWTH IN ENGAGEMENT
AND ACTIVE PARTICIPATION IN
CHALLENGES

OBJECTIVE 2

**USE PRE/ POST SURVEY, MISSION
PAGE WEBSITE VISITS, QR CODES
SCNAS, VIDEO VIEWS, AND PRESS
COVERAGE**

GOAL:

15% INCREASE IN PEOPLE
RECOGNIZING GOODWILL'S
MISSION

OBJECTIVE 3

**TRACK DAILY VISITS,
TRANSACTIONS, FIRST- TIME
CUSTOMERS REDEMPTIONS, ABD
PARTICIPATION IN COMMUNITY/
STUDENT EVENTS**

GOAL:

10% INCREASE IN STORE VISITS AT
MADISON HEIGHTS AND
SOUTHFIELD LOCATIONS

CAMPAIGN ANALYSIS:

Objective 1: Increase Digital Engagement (30%)

Metrics: Growth in followers, likes, shares, video views, hashtag performance, and user-generated content on TikTok/Instagram.

Success: Achieving 30% increase in engagement within 12 months.

Objective 2: Increase Mission Awareness (15%)

Metrics: Pre/post surveys, website visits, QR code scans, video views, and media coverage.

Success: 15% increase in nonprofit mission recognition within 6 months.

Objective 3: Increase Store Traffic (10%)

Metrics: Daily visits, transactions, first-time customer redemptions, and event participation.

Success: 10% growth in foot traffic at Madison Heights and Southfield locations within 12 months.

CONCLUSION

More than a thrift store!

Repositioning Goodwill of Greater Detroit for Gen Z

Our Vision:

Transform public perception of Goodwill from a thrift store to a mission-driven nonprofit.

Showcase the tangible impact of every purchase

Why This Campaign Matters:

- Build trust and transparency with Gen Z.
- Strengthen community connections and drive engagement.
- Position Goodwill as a leader in sustainability and social impact.

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THANK YOU