



What if clothing could open the door to a new life?

*For more than 1.3 million Dress for Success clients across the world,
it already has.*

The Connected By Clothes campaign was launched by Rachel Gallagher, International United Miss National Ambassador 2025/2026.

Bringing together communities across the globe through clothing drives, the Connected By Clothes campaign supports women entering or re-entering the workforce through the Dress for Success organisation - one outfit at a time.

Dress for Success is a global not-for-profit organisation operating in 20 countries. Its mission is to help women achieve economic independence by providing access to professional attire, career support services, and a network of encouragement.

Donations go directly to Dress for Success clients who are preparing for job interviews, starting new roles, or re-entering the workforce. This initiative connects International United Miss queens, delegates, supporters, and Dress for Success across borders, uniting us in a sisterhood of compassion, confidence, and clothes.



“Through my work with Dress for Success, I realised how clothing can rebuild a woman’s confidence when she needs it most. This isn’t about wearing something new, or achieving outer beauty. It’s about feeling seen. It’s about all women knowing that they’re worth more than what’s happened to them, and they’re worth showing up for.”

- Rachel Gallagher, International United Miss National Ambassador 2025/2026.



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How to Host a Connected By Clothes Clothing Drive

Whether you're organising a public drop-off or just collecting from friends and family, every item makes a difference.

Here's how to run a clothing drive that works for you:

1. Choose Your Approach

Your clothing drive can be formal or informal:

- Collect clothes from friends and family over a few weeks/months
- Set up a donation point at work, school, or a local venue
- Accept drop-offs at home or during organised times

Choose what suits your space and capacity.

2. Spread the Word

- Tell people what you're collecting
- How long your collection timeframe is running for
- How to donate
- Use posters, emails, texts, group chats, or social media - whichever option suits you

Social media templates are available in this document and for download.

3. Collect and Store Donations

- Whether you're using a shared space or your own garage, keep donations tidy, clean and protected from weather and pets
 - Sort donations into categories (for example: tops, dresses, shoes) as you go. This will make for easier donation drop-offs and sorting by volunteers at the facility.
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4. Follow Donation Guidelines

Only collect and donate what Dress for Success can use:

- Clean, quality women's workwear
- New or near-new workplace appropriate shoes
- Handbags and accessories in excellent condition
- No fast fashion (Shein, Temu, H&M, Uniqlo, Zara etc.), underwear, or damaged items

Use the #ConnectedByClothes donation checklist as your guide (see Approved Donation Checklist).

5. Pack with Care

Ready to donate? Pack items into medium-sized boxes. Label each box by item type (for example: shirts, dresses, shoes).

6. Drop Off Your Donation

- Locate your closest Dress for Success donation point. Some drop-offs may need to be arranged in advance by appointment.
- It's best to get in touch with your local branch before dropping off your donation.

Locate your nearest Dress for Success: <https://dressforsuccess.org/affiliate-list/>

7. Celebrate Your Impact

Once your clothes are dropped off, share the moment!

- Post a thank you message on social media (Instagram, Facebook)
- Tag @connectedbyclothes_ and @internationalunitedmiss
- Use the hashtags #ConnectedByClothes and #internationalunitedmiss
- Let your community know the impact they made.

8. Register Your Donation

Before or after delivery, register your donation online through the Connected by Clothes Google Form. This helps us to track international impact and stay in touch.

www.therachelgallagher.com/connectedbyclothes



Connected By Clothes Approved Donation Checklist

What to Donate:

- Clean, high-quality women's workwear (all sizes welcomed)
- Matching suits - jacket and skirt or pants
- Blouses, shirts, collarless tops - long or short sleeve
- Dresses and skirts - work-appropriate styles and lengths
- Coats, knitwear, trans-seasonal layers
- Pants - full-length or cropped, in good condition
- Footwear - flat shoes, low heels (under 7.5cm/ in), court shoes, ankle boots, clean trainers
- Designer and luxury brand items - classic or on-trend
- Accessories - handbags, wallets, belts, scarves, work-appropriate jewellery
- Jewellery - studs, hoops, fine necklaces/bracelets (no nickel or copper plating)

What Not to Donate:

- Menswear
- Children's clothing
- Underwear, bras, or swimwear (even if they're new)
- Fast fashion or discount brands (Shein, Temu, H&M, Uniqlo, Zara etc.)
- Items that are dirty, damaged, or in need of repair
- Flip-flops or unsupportive sandals
- Cosmetics, perfume, or sanitary items
- Homewares or decorative items

Condition Guidelines:

Before donating, please ensure items are:

- Clean and freshly washed
 - In excellent condition (no stains, pilling, fading, or odors)
 - Structurally sound - test zips, buttons, seams, elastic
 - Shoe must have even soles, no scuffs, and be near new
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Social Media Guidelines and Templates

You may use the templates below as suggestions to inspire your social media posts. Be sure to personalise your caption to suit your needs, and stay safe online by avoiding the use of personal home/school/work addresses or other identifying details.

Follow the Connected By Clothes Instagram: [@connectedbyclothes](#)

Important: Your posts, images, or videos may be included in social media wrap-ups to track and showcase our global impact across the International United Miss sisterhood.

You're welcome to upload images or videos to the Connected by Clothes Google Form to help us celebrate your efforts. This is completely optional.

Find the form here: www.therachelgallagher.com/connectedbyclothes

Template 1: Launch Post Caption

I'm getting #ConnectedByClothes! Join my @connectedbyclothes clothing drive to support women entering the workforce with confidence and style. This year, the @internationalunitedmiss community supports @dressforsuccess with global community-run clothing drives to help change women's lives, one outfit at a time.

Want to join in?

Donate clean, quality women's workwear at **[DONATION LOCATION]** on **[DONATION DATE/S]**.

Let's turn something as simple as clothing into a powerful new beginning.

Connected By Clothes is a worldwide effort led by the International United Miss sisterhood to stand with women as they step into new roles, rebuild their lives, and reclaim their confidence.

#internationalunitedmiss #ConnectedByClothes



Template 2: During the Drive

My @connectedbyclothes clothing drive with @internationalunitedmiss supporting @dressforsuccess has started and we're already getting great donations!

Thank you to everyone who has dropped something off so far. Every item helps a woman feel confident and ready for work.

Still want to donate? There's time!

Bring your clean, good-quality women's workwear to **[DONATION LOCATION]** by **[DONATION END DATE]**.

Let's keep it going and stay #ConnectedByClothes as we unite in compassion, confidence, and clothes.

#internationalunitedmiss #ConnectedByClothes

Template 3: Wrap-Up Post

That's a wrap on my @internationalunitedmiss @connectedbyclothes clothing drive supporting @dressforsuccess

A huge thank you to everyone who donated.

Together, we collected **[INSERT NUMBER]** quality pieces of women's workwear for Dress for Success. These donations will empower women to employment, helping them feel confident and job-ready whether they're heading to an interview or starting a new role.

This clothing drive is part of a global initiative, supported by the International United Miss sisterhood, to help women enter the workforce with confidence, dignity, and support.

#internationalunitedmiss #ConnectedByClothes

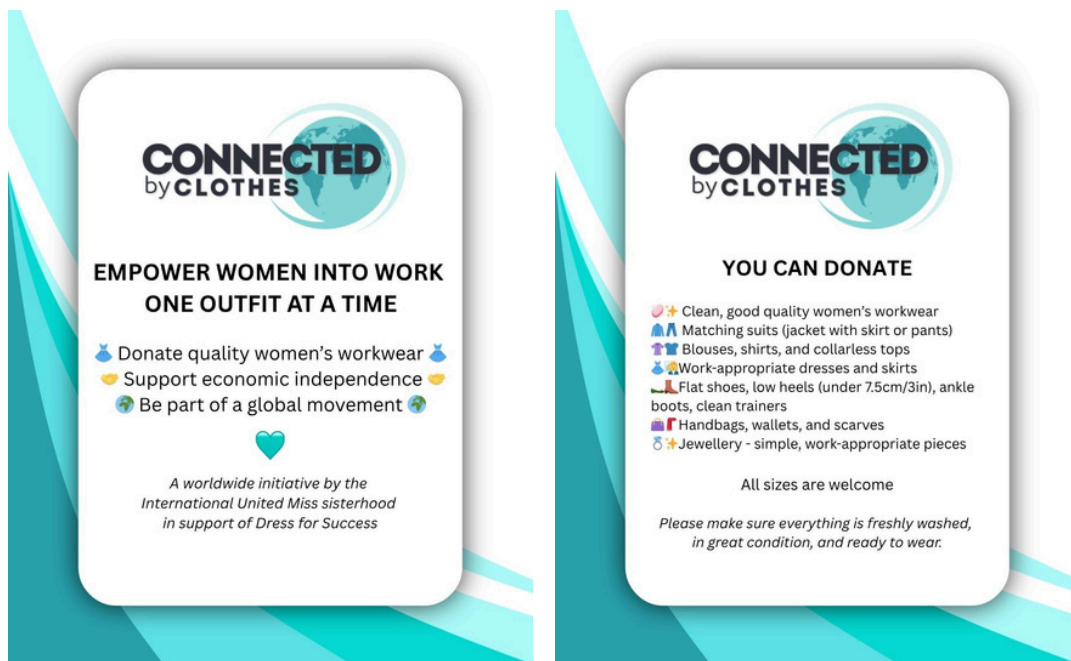


Social Media Images

You're welcome to use these images for your posts, but it's not required.

Images may be downloaded here: www.therachelgallagher.com/connectedbyclothes

Instagram/Facebook: 4x5 Grid Post



Instagram/Facebook: 9x16 Story Post





How to Represent the Campaign Respectfully and Professionally

1. Use the Campaign Name Consistently

- Always refer to the campaign as Connected By Clothes.
- Always tag @connectedbyclothes and use the hashtag #ConnectedByClothes.
- Always tag @internationalunitedmiss and use the hashtag #internationalunitedmiss

2. Share the Mission Clearly

- This campaign supports women to enter the workforce with confidence, dignity, and support. Keep focused on empowerment, optimism, and opportunity.
- Remember to be H.E.R.O.I.C!

3. Respect People's Privacy

- Never share names, faces, or personal stories of Dress for Success clients.
- This is both a confidentiality and safety consideration for clients.

4. Be Inclusive and Kind

- Use words like “women” or “clients”, instead of “needy”, “women in need”, or “less fortunate”.
- Focus on potential and confidence, rather than hardship or struggle.

5. Be Clear About What Donations are Accepted

- Use the donation checklist and avoid encouraging unwanted items.
- You can use or post the approved donations list so people know what to bring.

6. Be Warm and Professional

Be friendly and excited, but avoid anything that could be misunderstood. You're representing a global effort and an international sisterhood - treat it with care!

7. Stay Safe Online

- If you're posting on social media, never include your home, school, or work address.
- Instead say “message me for details” or share a public drop-off location only.

8. Use the Correct Tags and Hashtags

- Tag: @connectedbyclothes
 - Tag: @internationalunitedmiss
 - Hashtags: #internationalunitedmiss #ConnectedByClothes
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No Donation Point Nearby? Explore Fundraising

You can still make an impact! Consider fundraising for Dress for Success instead. Every dollar helps provide clothing, career support, and confidence for women preparing for work.

Find your nearest affiliate or donate directly at
<https://www.dressforsuccess.org/get-involved/>

If you choose to fundraise, **all funds must be donated directly to Dress for Success via their official donation channels.**

Please be sure to record if you make a monetary donation via the Connected By Clothes Google Form, so we can **include your efforts in our global impact tracker:**

www.therachelgallagher.com/connectedbyclothes



Thank You for Being Part of Connected By Clothes

Your time, effort, and dedication will help to open doors for women around the world. Every clothing drive and act of support brings us one step closer to a future where all women can walk into opportunity with confidence.

We're so grateful to have you in this global movement.

With appreciation,

Rachel Gallagher
International United Miss National Ambassador 2025/2026
