My Sister’s Closet

2024 SUSTAINABILITY SCHOLARS PROGRAM
LAURA JONES
Background: Greek Life at UM

At the University of Miami, there are 3000+ students in 26 fraternities and sororities:

- 12 Interfraternity Council fraternities
- 7 Panhellenic Association sororities
- 3 Multicultural Greek Council chapters
- 8 National Pan-Hellenic chapters
Consumption in Greek Life

- Merchandise specialist position: responsible for creating, selling, and distributing their sorority/fraternity merchandise
- In my sorority (Alpha Delta Pi) there are typically 2-3 clothing collections per semester, each containing 3-6 items
- Spring 2023 semester: 455 items were purchased for the regular merchandise collection drop alone
  - Average member purchased about 2.5 out of 6 items (for just one of the merch drops)
  - 30 items were abandoned and discarded
    - Rule: excess merchandise cannot be donated— it can only be thrown away
Demand for streamlined second-hand shopping
Objective:

My Sister’s Closet: a system of second-hand buying and selling to promote circularity within Greek Life
Strategy

01
Create Alpha Delta Pi’s inaugural Sustainability Committee

03
Plan, manage, and host on-campus My Sister’s Closet events with ADPi’s Sustainability Committee and campus stakeholders

02
Connect and collaborate with campus stakeholders and partners

04
Assign leadership roles to younger member(s) to ensure project continuation
### Benchmarks: Spring 2023 Semester

**January 16:** Classes start

**January 17:** Contact new ADPi property manager and president to go over their role in My Sister’s Closet.

**January 21:** Meet with sustainability committee after chapter
- Establish roles
- Set date of first event
- Have marketing specialists make graphics (I will decide which one we’re gonna use)
- Need to delegate contacting frats to ask if they have extra merch they would like to sell
  - Pi Kapp and ASig: Laura

**January 22:** Contact property manager to make sure suite is open for the day we set

**February 5:** Announcement at chapter
- First event will be selling big/little merch
- Will NOT be open to new AC
- If you’re taking a little you probably shouldn’t sell
- Keep in mind some of you will be taking twins and you’ll need a lot of merch
- Send out form for interest in selling

**Week of February 12:** Contact Sophie at u-thrift to ask for clothing racks, will NOT need u-thrift representatives there. Also need to contact frats to ensure they can have a pledge come and sell.

**February 12:** Graphics due by chapter

**February 14:** Tentative date for first event
  - 1.5 hours long
  - Sustainability committee come 45 minutes early to set up
  - Sellers (including frats) come 20 minutes before to set up

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### Sustainability Scholar

**Jones, Laura**

To: Lhouetkel, Teddy

Cc: Hicks, Daniel; Wester, Julia; Stoler, Justin B; Laughlin, Carlie Alexis

**Tue 2/20/2024 11:48 AM**

Hi all,

The first My Sister’s Closet was a success! We had a great turnout with very high participation from my sorority. Hundreds of pieces of ADPi/fraternity merch were sold and exchanged! I gathered merchandise donations from three different fraternities on campus, and I am grateful for their enthusiastic support. One frat, ZBT, was able to table at the event which was beneficial for both them and us. Overall, I received very positive feedback from the sale from both the buyers and sellers in my sorority. To keep improving, I made a list of notes about the sale to take into consideration for future sales:

Notes from first sale
UM Student Organization Partners

Collected donations & lent supplies

- Sophie Fournier

Collaborated with Canes Resale Program for move-out sale

- Peter Kellogg
- Ryan McMullen

Host Organization

President
- Angela Maggiore
Property Specialist
- Brooke Bradley
VP of Panhellenic Relations
- Shreeya Chalikonda
Merchandise Specialist
- Anabell Alfonso

Plans, advertises, manages and hosts events

Event Collaborators

- Co-hosted joint sale for formal attire

Merchandise Donors

- Delta Sigma Theta: Hosted Dollied Donations philanthropy clothing drive

- Donated items to frat/sorority merch sale
Sale #1

- Hundreds of pieces of ADPi/fraternity merch sold and exchanged
- Gathered merchandise donations from 3 different fraternities on campus (Pikapp, ASig, AEpi)
- ZBT tabled at the sale

Areas to improve
- More physical structures for set up
- Can shorten length by 30 minutes
- Pre-sale interest form wasn’t very effective
Sale #2

- Some girls made well over $100 selling their items
- U-Thrift lent clothing racks and accepted over 50 donations
- Shreeya, a fellow ADPi sister, advertised the sale at a Panhellenic meeting, which brought in shoppers from ZTA

Areas to improve
- It rained this day, which caused lower attendance
- Girls requested for the next one to be before a chapter meeting for convenience
Sale #3

- Combined sale with ADPi and ZTA
- Delta Sigma Theta hosted Dolled Donations drive
  - Accepted 20+ dresses at this sale for Miami-dade young women in need of formal/prom dresses

Areas to improve
- Make announcement at other sorority’s chapter meeting
- Implement other sororities
Sale #4

- Collaboration with ECO Agency for move-out sale
  - Donation drop-offs
  - On-campus assistance with move out of small appliances
    - Microwaves
    - Mini fridges
    - TVs
    - etc.
  - Will distribute link to Canes Resale Program

- ADPI For Sale Facebook
  - Room decor
  - Larger items
Future Plans

- Incoming leaders of ADPi Sustainability Committee
  - Gwen Liberopoulos
  - Kate Hicks
- Will host meeting to go over future management details and share:
  - Contact information (U-Thrift, ECO Agency)
  - Project plan
- ADPi Sustainability Committee next year will invite applicants from the newest pledge class
- Plan to scale up next year to include more organizations, especially more sororities
- Outreach to other Greek Life organizations about forming their own Sustainability Committees

Next fall, I will be attending Columbia University to get my Masters of Science in Sustainability Management
Acknowledgements

THANK YOU:
- Professor Hicks
- Sustainability Scholars Program Managers
- ADPi Sustainability Committee
- ADPi Executive Positions
- ECO Agency
- U-Thrift
- Zeta Tau Alpha & Delta Sigma Theta

Questions?