

FOR IMMEDIATE RELEASE

July 28 , 2025

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For back-to-school shoppers, Shopping early leads to savings

Shoppers can find budget-friendly deals on school items at Goodwill North Central Wisconsin

NORTH CENTRAL WISCONSIN—Across north central Wisconsin and beyond, back-to-school and back-to-college spending has begun. Out of concern for rising prices, two-thirds (67%) of back-to-school shoppers had already begun purchasing items for the upcoming school year as of early July, according to the [annual survey](#) by the National Retail Federation and Prosper Insights & Analytics. That's up from 55% last year and is the highest since NRF started tracking early shopping in 2018.

"With rising prices, families can stay on budget for back-to-school spending by shopping at their local Goodwill NCW store", said Chris Talton, Vice President of Donated Goods - Retail Operations. "Even better, by doing so, they're supporting job programs for individuals in our community who have a goal of learning new skills themselves. It really is a win-win for everybody."

Shopping secondhand can make a big difference for families striving to stay on budget with students in elementary through high school. These families plan to spend an average of \$858.07 on clothing, shoes, school supplies and electronics. Total spending is expected to rise to \$39.4 billion, up from \$38.8 billion last year. Additional findings from the survey include:

- K-12 shoppers are budgeting \$295.81 on average for electronics (\$13.6 billion total), \$249.36 for clothing and accessories (\$11.4 billion total), \$169.13 for shoes (\$7.8 billion total) and \$143.77 for school supplies (\$6.6 billion total).
- The top three categories for college spending include electronics, dorm or apartment furnishings and clothing and accessories.

- College students and their families are planning to spend an average of \$1,325.85, on back-to-school items this year.

Budget-friendly tips at Goodwill NCW

- New donations are added to the store shelves daily. Shop often. Frequency and quick decision-making can pay off for finding one-of-a-kind treasures.
- Search beyond clothing. Check the aisles for belts, purses, backpacks, dorm-room essentials, shoes, desk décor, blankets and more.
- Donated items with the color tag of the week are 50% off the ticketed price. Also, shop clearance racks for extra savings.

Tips for shopping secondhand for back-to-school at Goodwill NCW

- Shop for new items with tags. Just because items are at a secondhand store doesn't mean they have been worn or used before.
- Join our loyalty program to save money. Goodwill NCW offers a "Good Points" loyalty program where customers can earn rewards.
- Find items that are out of season, like fall and winter coats. Families can often find great-quality coats for a fraction of the cost of new outerwear.
- Check out bags. Find inexpensive laptop bags, backpacks and totes for a variety of uses—to hold library books, craft supplies, toys for kids in the car, workout necessities for after school, clothes for sports practices and much more.
- Find name brand options like The North Face, Adidas, Nike, Under Armour and more that are new to you and budget friendly.

One of the best benefits of shopping at Goodwill NCW, is the impact it has on our community. Thanks to donors and shoppers, last year, the collective annual income of individuals served by Goodwill NCW increased by \$4.5 million.

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About Goodwill North Central Wisconsin (Goodwill NCW)

Goodwill NCW is a nonprofit organization with a mission of Elevating People by Eliminating Barriers to Employment. We are committed to understanding and addressing the unique needs of our communities. We empower individuals and families, creating a lasting impact by breaking cycles of poverty and transforming lives through skill-building for sustained employment and improved financial stability. We see people for who they are and believe in the power of work, within our retail stores and workplaces throughout our community. We are proud of the life-changing impact we make in our communities and to our planet with the help of our donors and shoppers. Learn more at goodwillncw.org