

HOW TO...

HOLD A CLOTHES SWAP



The Essentials

- ♥ **Find a venue;** all being well, you can just use your home for this. Use different parts of your home for different activities; e.g. a bidding room, clothes room and a changing room
- ♥ **Invite;** ask all the wonderful people in your life to come along. Tell them to bring some clothes or accessories they're prepared to part with (quality over quantity is key)
- ♥ **Choose clothes;** decide what from your own wardrobe you're going to add to the swap
- ♥ **Buy snacks;** stock up on nibbles (both savoury and sweet) and some drinks (tip: drinks of the alcoholic persuasion may encourage your friends to bid generously!)
- ♥ **Let the browsing commence;** Once you've got all the clothes together, invite everyone to look through what's been brought, try things on and hold on to what you want to bid on
- ♥ **Bid;** As host, present each item up for auction. You and your friends then bid; highest bidder wins. As host, keep tally of how much people are spending
- ♥ **Cheers;** thank people for coming and let them know how much money was raised

The Ideas

- ♥ Tell your story. Begin the swap explaining why you're fundraising for South London Cares. You may even want to show the South London Cares film so people can meet your older neighbours! It will help remind people what they're supporting before the bidding begins
- ♥ Break the auction into rounds so that people have time to try more things on, get a snack and have a chat.
- ♥ Take whatever is left unsold to a charity shop to spread the love even further (or save it for the next clothes swap!)

The Extra Mile...Sell baked goods

As well as offering some nibbles, bake and sell some cakes for people to take home or eat there and then. You could bake simple flapjacks or create something worthy of The Great British Bake Off! Take any left over cakes into work the next working day and continue to sell them there.

The Money Bit

1. Tot up how much people have spent during the bidding process
2. Ask people to add their total amount direct to your fundraising page. Remember, they cannot claim gift aid on this money as they're getting goods in return for their donation
3. If people give you cash, either add this money yourself (again, no gift aid) or add it to your offline fundraising amount

Alternatively, ask South London Cares for bank details and you could transfer money by BACs.

Don't forget to tweet and let us know about your event on @SouthLDNCares!

If you have any questions, or would like any charity flyers or materials for your event, please contact Emily Clarke on emily.clarke@southlondoncares.org.uk or 07875 377433
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