

# HOW TO PLAN A CLOTHES SWAP

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AMNESTY  
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# STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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### THE TEAM

Get together a small team to start planning this event early. Give yourselves six to eight weeks to organise and spread the word. Meet weekly to ensure all is progressing smoothly. Roles include:

#### EVENT COORDINATOR

Oversees the event, offers extra support to team members, organises volunteers on the day, ensures pre-loved clothes are displayed properly.

#### CLOTHES COORDINATOR

Collects, checks and stores donations in advance, ensures swappers turn up on the day with suitable items, and arranges the donations either by size or category.

#### LOGISTICS COORDINATOR

Books a spacious venue and sorts out clothes rails, tables, hangers.

#### PUBLICITY MANAGER

Promotes the event.

### THE VENUE

Ask your student union if they will host your event for free. Pick a venue big enough to take donations from people and to display all the clothes with space for browsing and trying on clothes. If you're planning a bake sale or campaigning action, allow an area for this. Check it has access for disabled people.

### RESOURCES

You'll need clothes rails, hangers and tables to display the clothes – approach your student union or local clothing retailers for help. Full-length mirrors are a bonus. Also think about a side room or makeshift changing room with folding screens. If rails are lacking, be creative with hanging and displaying clothes – rope, washing line, drying rack, buckets.

### THE CLOTHES

It's important to collect clothes in advance to ensure the event is mostly full when people arrive. Offer cheaper entrance to those who donate in the weeks leading up to the day of the swap. Emphasise that you only take good quality second-hand clothes and ask your university for storage space if you need it. People will bring clothes as they arrive too. You could note a minimum and maximum number of items each person should bring. Donate the leftovers to charity.

### PRICING

We'd recommend charging no more than £5 entry, and either let people take clothes for free (put a cap on how many items they can take), or charge £1 per item.

### PUBLICITY

Start advertising early to give people time to sort through their wardrobes and donate clothes they're willing to part with before sale day. Make the most of student and social media and put up posters and distribute flyers around campus and your local area.

### MUSIC

Put together a playlist or contact live music groups on campus to play. Music helps generate a happy atmosphere and keeps people at the swap for longer. Check your venue has the proper licence to play music. Bunting and other decorations can also add to the mood.

### EXTRAS

Think about running a raffle, offering refreshments along with a cake sale, and having a table promoting Amnesty's campaign work. Other touches include having someone available to do hair and make-up.

### ETHICAL FASHION

Contact local ethical fashion retailers to offer them space at your event. You could charge them a small fee to help cover any costs you might have.

Use your clothes swap to talk about the human rights and environmental impact of fast fashion. Contact our Community Fundraising team who'll point you in the direction of Amnesty International's latest work on these issues. We can also help with materials and advice. Email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) or call **020 7033 1650**.