

# ENGAGING UNIVERSITIES IN A COMMUNITY CLOTHING CAMPAIGN

## BUDGET GUIDE: £2,000 - £10,000

COSTS MAY INCLUDE DESIGN AND PRODUCTION OF MARKETING MATERIALS, PR AND SOCIAL MEDIA SUPPORT, VENUE HIRE, FACILITATOR FEES, PHOTOGRAPHY AND EQUIPMENT HIRE.

## TIME AND EXPERTISE:

### APPROXIMATELY 525 - 1120 HOURS OF STAFF TIME REQUIRED

- Project manager: 210 - 350 hrs
- Sustainability manager/eco-champion: 105 - 280 hrs
- Community engagement officer: 70 - 140 hrs
- PR and social media officer: 70 - 140 hrs
- Students' Union/student liaison officer: 35 - 105 hrs
- Staff/internal communications officer: 35 - 105 hrs

## AIM

The aim is to engage staff and students in a community clothing collection drive to support a local charity and to raise awareness of the environmental impact of clothes.

## PLANNING

-6  
MONTHS

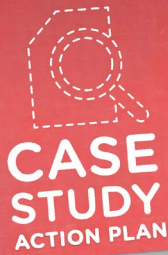
- **Draft a project proposal** – this should outline the context, rationale, objectives, budget, staffing requirements, target audiences and benefits of the campaign along with an outline of how you will measure the campaign's success.
- **Think about when would be best to run the campaign.** It could be tied in with local or national events/awareness campaigns, such as:
  - A regional fashion week
  - Fashion Revolution Week
  - Small Charity Week
  - Second Hand First Week
  - Recycling Week
  - The University's sustainability week or similar

**Avoid clashing with other large student events such as Students' Union Elections, revision and exam periods, and large Athletics Union or sporting events.**

- **Create a working group for the campaign** and arrange a meeting to get buy-in from key departments and to discuss the proposal, receive feedback, plan key activities/milestones and decide roles and responsibilities. This meeting should involve relevant colleagues from the Students' Union, internal communications, community engagement, sustainability management or eco-champion team, and PR,

digital and social media. If your organisation has a Sustainability Researcher or similar role and an Employee Engagement Officer or similar role, they should also be part of the working group.

- **Source a suitable venue** – either on campus or near campus in a town or city centre – to host workshops and to take the clothing donations. It needs to be well-lit with enough space for storing bags of clothes, electricity for sewing machines and good accessibility.
- **Enlist a local charity partner** to work with on the campaign who will benefit from the clothing donations. Include a representative from the charity in all working group meetings.
- **Set objectives for the campaign** in order to measure its success. For example:
  - To collect one tonne of unwanted clothes for a local charity over two weeks
  - To engage 300 members of staff in the campaign through donating clothes and/or attending a workshop/clothes swap
  - To engage 500 students in the campaign through donating clothes and/or attending a workshop/clothes swap
  - To 'swap' 400 items of clothing in the Clothes Swap during the campaign



## CASE STUDY ACTION PLAN

# ENGAGING UNIVERSITIES IN A COMMUNITY CLOTHING CAMPAIGN

-3

MONTHS

- **Commission the design and production of promotional materials** for the campaign such as posters, leaflets, banners, digital assets, t-shirts. Plan where and when these will be displayed.
- **Draft and finalise campaign copy and communication materials.** Allow time for language translation if messages need to be bilingual.
- **Finalise schedule of workshops**, write a description for each workshop and set up Eventbrite pages or similar booking system to enable people to register.
- **Appoint an intern to manage the recruitment of student volunteers** and to be the key contact for communication with the student community.

This will involve writing a role description for volunteers, advertising the role through relevant channels, recruiting volunteers, creating a rota and managing volunteers throughout the campaign, and liaising with the Students' Union and relevant student societies about the campaign.

- **Visit the venue to plan how the space will be used and what equipment and facilities are required**, such as: tables, chairs, extension leads, sewing machines, clothes rails, coat hangers, mirrors and promotional materials.
- **Hire external suppliers** required such as workshop facilitators and a photographer. Ensure they provide public liability insurance.

-1

MONTH


- **Launch communications and promotion of the campaign.** Create a dedicated web page on the intranet, put up posters, distribute leaflets, include information in e-newsletters and on relevant social media accounts.
- **Send reminders** to everyone who's booked to attend a workshop.

- **Prepare the venue ahead of the launch** of the campaign. Put up signs, posters, and displays to dress the space.
- **Inform relevant departments** (Security/ Facilities/ Estates) if external contractors are working on University premises and arrange parking and vehicle access where necessary.
- **Carry out relevant risk assessments.**

LAUNCH  
CAMPAIGN

## COMMUNICATION

- **Create a communications plan** to outline what key message(s) will be communicated, when and how.
- **Use a mix of communication methods** to reach staff and students and to reinforce the messages. These could include e-newsletters or bulletins, intranet news and updates, staff briefings, noticeboards, posters in canteen/communal areas and in the Students' Union, electronic noticeboards, video/ plasma screen messages and relevant social media accounts.
- **Decide what donations are accepted and clearly communicate this.** For example, do you want to accept shoes, bags, accessories, bedding or other textiles as part of the collection drive?  
Example: Please donate adult and children's clothes in a wearable condition. Shoes, bags, accessories, bedding or other textiles in a good condition are \*also/not\* accepted. If you have clothes or textiles that are beyond repair, they can still be recycled to come back as something new.
- **Decide on the best registration system to use for the Clothes Swap.** For example, when people donate a bag of clothes, they could be given five tokens or receive a card with five stamps to 'spend' at the Clothes Swap, with each token or stamp being worth one item of clothing at the Clothes Swap.
- Once the communications have been launched, send regular reminders to encourage staff and students to sort through their wardrobes and bring in a bag of donated clothes. The Love Your Clothes campaign may be able to provide a range of communications resources such as posters, infographics, videos, guides and leaflets.
- At the end of the campaign, let staff and students know the number of bags (or the total weight) of clothes donated and the benefits this brings to the charity and to the environment. Thank them for their participation and support.



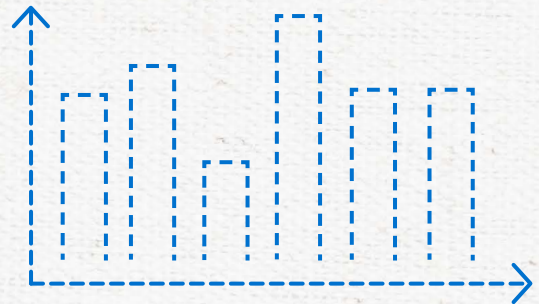
**CASE STUDY**  
ACTION PLAN

# ENGAGING UNIVERSITIES IN A COMMUNITY CLOTHING CAMPAIGN



## EVALUATION AND MEASURING SUCCESS

- What was the total weight of the clothes donated?
- How many staff donated clothes and/or attended a workshop?
- How many students donated clothes and/or attended a workshop?
- How many items of clothes were swapped at the Clothes Swap?
- How many emails were sent out to support the campaign?
- How many times were the news stories viewed on the intranet?
- How many times did people view your campaign web page?



You may also want to gather qualitative feedback from staff and students to get their thoughts and comments on the campaign. This could be done through an online survey after the campaign or via feedback forms during the campaign.

## EQUIPMENT/MATERIAL CHECKLIST

- Weighing scales to measure weight of donations (the allocated charity may be able to provide this)
- Promotional materials, pop up stands, venue decorations
- Sewing machines, scissors, pins, iron and ironing board
- Extension leads, cable ties, blue tac, sellotape, stationery, clothes rail, coat hangers shelves, mirror
- Stamps or tokens to issue to people who donate for them to use at the Clothes Swap



# ENGAGING UNIVERSITIES IN A COMMUNITY CLOTHING CAMPAIGN

## IMPORTANT CONSIDERATIONS

- Ensure clear milestones are established from the start as well as clear roles and responsibilities among the working group members.
- Ensure the campaign doesn't clash with national campaigns being run by the charity partner.
- Check your organisation's security policy if you decide to book external facilitators to run repair or sewing workshops. They should provide public liability insurance and a risk assessment.
- Large bags of clothes can be heavy to move. Ensure adequate facilities are available (such as a trolley) to move the bags.

## BENEFITS

- Encourage staff and students to behave more sustainably in relation to clothes: audit their wardrobes and donate clothes that will benefit a local charity and reduce waste to landfill.
- Encourage staff and students to learn practical and useful repair/sewing/upcycling skills to help keep their clothes in use for longer.
- Provide a source of clothing donations to local charities.
- Contribute to the organisation's environmental/CSR policies and/or employee engagement and student wellbeing programmes.

If you are planning to run a campaign like this, please get in touch:

[loveyourclothes@wrap.org.uk](mailto:loveyourclothes@wrap.org.uk)

SEE CASE STUDY

[www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk)

