

CASE STUDY
ACTION PLAN

ENGAGING COMMUNITIES IN CLOTHING COLLECTIONS AND SWAP SHOPS

BUDGET GUIDE: £750 - £4,750
COSTS MAY INCLUDE DESIGN AND PRODUCTION OF PROMOTIONAL MATERIALS, EVENT MANAGEMENT FEE, SOCIAL MEDIA AND PR SUPPORT, VENUE HIRE, FACILITATOR FEES, PHOTOGRAPHY, SHIPPING CONTAINER AND EQUIPMENT HIRE.

TIME AND EXPERTISE: APPROXIMATELY 300 - 500 HOURS OF STAFF TIME REQUIRED

- Project Manager: 140 – 210 hours
- Community Engagement/Volunteer Coordinator: 70 – 105 hours
- PR and social media officer: 70 – 105 hours
- Volunteers (5-15 people): 35 – 70 hours

OBJECTIVES

The objectives of this activity are to engage a community in a clothing collection drive and a Swap Shop to support a local charity, divert unwanted clothes from landfill, and raise awareness of the environmental impact of clothes.

PLANNING

-6
MONTHS

- **Draft a project proposal** – this should outline the context, rationale, objectives, budget, staffing/volunteer 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
 - Charity Week
 - Second Hand First Week
 - Recycling Week
 - A community festival
- **Check what other local events are taking place** to avoid clashing, and choose a time of day for dropping off clothes and for the Swap Shop that are convenient for your target audience(s).

Decide if you would like to include extra elements on the day of the Swap Shop, such as: Upcycling/fixing workshops, styling advice, a photo booth or catwalk for people to showcase their 'finds', t-shirt printing workshops, local food stalls or even bike-powered smoothies! Any extra elements will

enhance the event to the local community and provide a good variety of photo opportunities and social media content.

- **Source a suitable venue** to host the Swap Shop and to take the clothing donations. It needs to be well-lit with enough space for storing bags of clothes and to display the clothes on the day of the Swap Shop. It should also have good accessibility for wheelchair users, parking, toilets and a small kitchen.
- **Enlist a local charity partner** to work with on the campaign who will benefit from the clothing donations.
- **Decide what donations are accepted** and make sure this is clearly communicated. For example, do you want to accept shoes, bags, accessories, bedding or other textiles as part of the collection drive?

Example: Please donate good quality 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.



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MONTHS


- **Decide the rules for the campaign** in terms of what the points system will be and whether to grade items. For example:
 - People receive one point/stamp/token for each item they donate
 - People receive five points/stamps/tokens for donating a small bag or 10 for donating a large bag of clothes.
 - Will all items be worth one point/stamp/token or will designer/vintage/new items be worth more?
- **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 one week
 - To engage 300 community members in the campaign through donating clothes and/or attending the Swap Shop
 - To 'swap' 500 items of clothing in the Clothes Swap

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MONTH

LAUNCH
CAMPAIGN

- **Create a communications plan** to outline what key message(s) will be communicated, when and how.
- **Use a mix of communication methods** to reach the target audience(s). These could include e-mails, a press release, social media posts, articles in relevant magazines and local publications, a short video, event listings websites, and blogs.
- **Commission the design and production of promotional materials** for the campaign such as posters, leaflets, banners, digital assets. Plan where and when these will be displayed as part of the communications plan.
- **Draft and finalise campaign copy and communication materials.** Allow time for language translation if messages need to be bilingual.
- **Hold a community meeting** to engage important stakeholders with the event. This meeting could be an opportunity to recruit volunteers and to get help to distribute flyers and posters in the area.
- **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** as required such as workshop facilitators, local food suppliers, and a photographer. Ensure they provide public liability insurance and any other relevant documentation.
- **Launch communications and promotion of the campaign.** Create a dedicated web page about the campaign, put up posters, distribute leaflets, include information in e-newsletters and on relevant social media accounts. Ensure there's regular posts scheduled on social media and that you respond to any questions.
- **Carry out relevant risk assessments.**
- **Prepare the venue** for the Swap Shop:
 - Organise clothes into categories (male, female, children's, tops, trousers, jumpers etc).
 - Put up signs so people know what the categories are and to remind 'swappers' of the points and grading system.
 - Create a space for people to try on clothes with plenty of mirrors.
 - If space allows, have a separate area or table for people to hand in their stamps or tokens and volunteers to count how many items they have.
- **Make contact with local organisations** to garner support for the event by putting up posters in their premises and promoting it through their social media accounts.



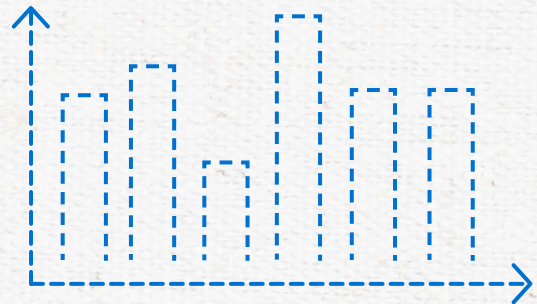
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EVALUATION AND MEASURING SUCCESS

- What was the total weight of the clothes donated?
- How many people donated clothes?
- How many items of clothes were swapped at the Swap Shop?
- How many times did people view your campaign web page?
- How much engagement was there on social media?
- How much media coverage was generated from the press release?
- How many local businesses supported the campaign?
- How many clothes were left over and donated to the charity after the event?



EQUIPMENT/MATERIAL CHECKLIST

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



IMPORTANT CONSIDERATIONS

- Large bags of clothes can be heavy to move. Ensure adequate facilities are available (such as a trolley) to move the bags.
- If using volunteers, make sure there's hot drinks and snacks available for them and provide lunch if they're helping out all day.

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

loveyourclothes@wrap.org.uk

SEE CASE STUDY

www.loveyourclothes.org.uk