

CASE STUDY
ACTION PLAN

ENGAGING YOUNG PEOPLE IN CLOTHING UPCYCLING FOR CHARITY

BUDGET GUIDE: £0 - £2,500

COSTS MAY INCLUDE DESIGN AND PRODUCTION OF PROMOTIONAL MATERIALS, MEDIA AND PR SUPPORT, EVENT MANAGEMENT, WORKSHOP FACILITATOR FEES, TRANSPORTATION, AND PHOTOGRAPHY.

TIME AND EXPERTISE: APPROXIMATELY 70 - 175 HOURS OF STAFF TIME REQUIRED

- Project Manager: 35 - 105 hours
- PR and social media officer: 35 - 70 hours
- Crafting expert or workshop facilitator: 5 - 15 hours


OBJECTIVES

The objectives of this activity are to engage young people and students in a clothing upcycling initiative to help support a 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 event along with an outline of how you will measure its success.
- **Think about when would be best to run the event.** 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
- **Source a suitable venue.** It needs to be in a location suitable to your target audience and easy to access via public transport. It should also be well-lit with enough space for cutting tables and sewing machines, electricity for the machines, and have good accessibility.
- **Enlist a local charity partner** to work with on the campaign. Plan with the charity what type of items will be upcycled and what they will do with them after the event. For example, if the charity has a high volume of men's ties donated to their stores they could be the focus of the event. Or pillow cases can be turned into children's tunics or dresses. Be creative!
- **Consider what to do with any off-cuts that are generated as part of the event.** Think about how these could be used, perhaps in a subsequent workshop, so that nothing is wasted.
- **Set objectives for the campaign** in order to measure its success. For example:
 - For 35 people to take part in the event
 - For 55 new items to be created for the chosen charity at the event
 - For £200 to be raised for the chosen charity as a result of selling the upcycled items.



CASE STUDY ACTION PLAN

ENGAGING YOUNG PEOPLE IN CLOTHING UPCYCLING FOR CHARITY

-3

MONTHS

- **Commission the design and production of any promotional materials** you require for the campaign such as posters, leaflets, banners, digital assets. 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.
- **Decide if you'd like to add a label or tag to the items created at the event**, and if so, arrange for these to be designed and produced.
- **If required, hire external suppliers** required such as sewing/crafting professionals to help participants and a photographer. Ensure they provide public liability insurance.
- **Decide how people can register to take part.** This could be via an email sign-up or by completing an online registration form. You may want to allow people to book on to a particular timeslot to ensure there is an even spread of people taking part throughout the day. This will be determined by how many sewing machines are available for people to use at any one time.
- **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 display rails, and promotional materials.

-1

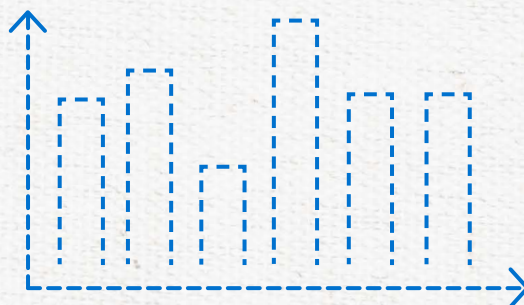
MONTH

- **Launch communications and promotion of the event.** Create a dedicated web page on your website, issue a press release, put up posters, distribute leaflets, include information in e-newsletters and on relevant social media accounts.
- **Carry out relevant risk assessments.**
- **A week before the event, send out email reminders** to everyone who's booked to attend.

LAUNCH
CAMPAIGN

EVALUATION AND MEASURING SUCCESS

- How many people took part in the event?
- How many upcycled items were created?
- How much money was raised for the charity as a result of selling the upcycled items?
- How many emails were sent out to support the activity?
- How many times did people view your campaign page?
- How much media coverage was achieved about the campaign?



ENGAGING YOUNG PEOPLE IN CLOTHING UPCYCLING FOR CHARITY

EQUIPMENT/MATERIAL CHECKLIST

- Promotional materials, pop up stands and electronic communications
- Sewing machines, scissors, pins, iron and ironing board, haberdashery
- Extension leads, cable ties, blue tac, sellotape, hangers and rails
- Tags and tagging gun (if using)
- Registration desk/table and list to check people in when they arrive



IMPORTANT CONSIDERATIONS

- When planning what will be upcycled, think about what might get interest from your target audience(s) and what would gain media attention.
- Think about what to do with any leftover clothes and scraps of fabric that emerge as a result of the event so that nothing is wasted. Include this in your communications.
- You may want to involve a local College or University that runs Fashion Design courses. Their students might be keen to support the event by taking part and/or offering their styling advice on the day

BENEFITS

- Engage students and young people in a fun initiative that benefits a local charity
- Encourage students and young people to learn practical and useful upcycling skills to help keep their clothes in use for longer
- Provide a source of income to a local charity

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

