

HOW TO: VINTAGE FAYRE OR CLOTHES SWAP

Clothes swaps & fayres are both low-cost and popular with friends looking for a bargain!

Clothes swap:

The concept is simple! People pay entry into the clothes swap or make a donation on arrival. They bring in the (wearable) clothes they no longer want and can swap each donated item for a new one. You can give out raffle tickets to represent how many items they can claim, and they can also pay to buy extra items. A low-cost event that brings friends together!

Clothes fayre:

Try to approach local, independent stores as large chains often have their own charities. Approach them with plenty of **details about the charity** and a good case to **demonstrate the benefit of showcasing their brand or promoting them on social media**. Agree in advance a percentage of profits that the vendors will donate to you, and always get confirmation in writing - you could even ask for a small deposit to be paid in advance.



Where and when:

This could be a great daytime or evening event. You could host at home or book a space in a local bar, coffee shop, town hall or other venue at the centre of your community!

Things you need:

- Cash tin and float
- Raffle books
- Plastic or paper bags
- Clothes rails and hangers
- Leaflet with a list of clothes shops attending (or who have donated) and any supporters you would like to thank
- Charity leaflets or info

Something extra:

- You might like to offer refreshments and entertainment and reach out to local media outlets to help you promote beyond your own Facebook network!
- Approach local beauticians and stylists to ask them to donate their services and provide **beauty stalls** for students to generate extra funds.
- Think about how you might make the event virtual during socially distant times – how about hosting the event over Zoom, making a note of who swapped what and then arranging postage?!

Get in touch for materials, support or ideas on publicfundraising@actionagainsthunger.org.uk!

THANK YOU AND GOOD LUCK!