



HOW TO: SWAP SHOP

1 DECIDE WHAT TYPE OF SWAP SHOP YOU WANT

Firstly, decide what you want your swap shop to include, will it be just women's clothes or kids clothes or all? Then decide how you want to fundraise, you could charge an entry fee, ask people to pay for the clothes they take or provide services for a suggested donation (such as a mending station, food, drinks or even a photo booth).

2 GET YOUR CREW TOGETHER

Do you think you'll need a hand? You can ask your friends, family, local community groups or business to join in!

3 FIND THE PERFECT PLACE

The beauty of a swap shop is that it can take place pretty much anywhere. Try and make it look neat and appealing: no one wants to spend an hour rummaging through messy boxes!

4 PICK A DATE

A swap shop usually lasts a couple of hours. Think about your audience and pick a date and time that suits them best!

5 START COLLECTING CLOTHES

Collecting items beforehand is the best way to build up your stock. Give people time to sort through their wardrobe and decide on how and where you want them to donate their clothes.

Each item the person donates can be exchanged for a token (e.g. a button), which can then be redeemed against new items in the swap shop.

6 SPREAD THE WORD

Start advertising your event early, you can create posters and leaflets, post about the event on social media and tell people via word of mouth!

7 THE DAY OF THE EVENT

Get your venue ready, your volunteers briefed, and get the swapping party started! Give out tokens at the reception to make sure that people are taking the correct amount of clothes based on what they donated!

8 AFTER THE EVENT

Find out how you can dispose of excess items. Charity shops are always a good option, or you could plan to store the clothes somewhere to be used at your next swapping event! Remember to thank everyone who participated and helped you, pay in your fundraising at www.wwf.org.uk/payinfundraising and share the success of your efforts!



OUR TOP TIPS

When choosing what type of items you want in your shop, remember that electric items aren't really suitable for a swap shop, as they might need PAT testing!



In your leaflets and social media post include: the date, time and location, how it works, and the drop off point and dates (if you want to collect clothes before the event). Remind people that clothes need to be in good condition!



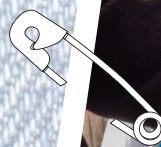
Make it fun! You want it to be a place where people come to hang out as well, so provide food and drinks, music and a friendly atmosphere. Talk to your visitors and ask them about their pre-loved clothes.



Use tags (an example below) to encourage people to tell the story of their pre-loved garments. You can give them to those who want to donate, or have them at the reception on the day, so that people can write their stories on the spot!

ESSENTIAL STARTER KIT

- ☐ Clothes Hangers (ask supermarkets!)
- ☐ Tables or Shelves
- ☐ Mirrors
- ☐ Garment Rails
- ☐ Money Float (for change!)



GOODBYE
MY FRIEND



Goodbye, dear _____

I got you from _____

I loved you because _____

If you can find a new home, tag me @ _____



For a future where people and nature thrive | wwf.org.uk

© 1986 panda symbol and ® "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)