

Fundraising host guide for schools

Activity #1: Pop-up clothing sale



Thank you for acting for humanity by raising funds for the life-changing work of Red Cross. Your support will help us ensure nobody in Australia faces crisis alone.

Running a pop-up clothing sale is easy and fun! Not only will you raise funds to help people going through tough times, but you will also reduce the amount of clothing waste going to landfill – it's a win-win! Follow these easy steps to set up your clothing sale or swap:



#1 Set the date

This is the first and most important step to get you on your way. Select a date for your clothes activity and then plan accordingly.



#2 Choose a venue

You need to decide where you're going to hold your act. If you're doing it at school, decide whether you'll do it in the school hall, courtyard, or maybe individual classrooms.



#3 Plan your event

You should decide whether you want participants to pay to enter and swap clothes, or whether you put clothes in piles with set prices for each of those. Or you could have a clothes market where each item has an individual price.



#4 Learn

In addition to their act for humanity, and the planet, students can learn about the **environmental impacts** of clothing waste, climate change and its humanitarian impacts.



#5 Advertise

Register your act for humanity to create a fundraising page and share it with your networks. You could also promote it in your school newsletter and on social media. This is a great way to start getting online donations on your fundraising page.

Remember to advertise your event at your school or youth group – download and distribute posters, display it on bulletin boards, and announce it at the school assembly.



#6 Get ready for the day

Make sure you have things in order to run your event. Depending on how and where you'll run your event, you might need:

- Tables
- Chairs
- Clothes racks
- Hangers
- Simple price tags or signs (for generic clothes piles or individual items)
- Donation boxes
- Cash float
- Easy access to toilets or other rooms for trying clothes on

Remember to print out your school's unique QR code from your [fundraising profile dashboard](#) so you can take online donations on the day.

Take photos of the event and distribute them among students and parents with a link to your fundraising page to make any additional donations online.



#7 Bank

You will likely gather some cash donations on the day. Banking your funds is easy. Just make a direct bank transfer remembering to reference your (or school) full name so that we can identify your deposit:

Bank	Commonwealth Bank of Australia
Name	Australian Red Cross Society
BSB	063 000
Acc No.	1298 1023
Reference	CFR and your/school full name



#8 Celebrate!

You've done an amazing thing – you've helped us make sure no one has to face a crisis alone. Celebrate your fundraising efforts and thank your donors and everyone involved. Use one of our social media templates to post about your success.



#9 Donate leftover clothes

Our retail stores are always grateful for donations. Just make sure the clothes you are donating are in good shape, clean and usable!

You can check out the [donation guidelines](#) and locate our stores via this link.