

CRISIS DIY POP UP

Crisis are the national charity for people experiencing homelessness in Great Britain - for over 50 years, we've helped people directly out of homelessness and campaign for the changes needed to solve it altogether.

Across the UK, thousands of people are experiencing the indignity of homelessness on any one night, and separately a staggering 336,000 tonnes of clothing end up in household residual waste each year. By hosting a Crisis DIY Pop Up Shop and selling on your unwanted clothes and homeware, your organisation can help us fundraise for our vital work and help reduce waste by giving pre-loved items a second life.

"In support of our PwC charity partner Crisis we ran a Pop-Up Shop and clothing donation point in our More London office, with donations going directly to Crisis to help fund their vital services. It was a great experience working with Crisis, and giving our people a different volunteering experience."

- Jenni Chance,
Senior Manager,
PwC

HOW TO:

Step 1

First you'll need to collect stock for your Pop Up, so get advertising and shout about your event internally and on social media! (we've created printable poster templates to post on your intranet as a part of this pack).

Pick a communal space such as a canteen or foyer for employees to leave their donations and decide on a timeframe for your collection (a sizable box clearly labelled in place for 2-3 weeks has proven most successful. Not sure exactly what to collect? See our Collections Guide).

Certain times of the year may work better for collections and can tie-in with other events such as #SecondhandSeptember, or at the start of the year as a 'spring clean'. Ultimately, the timing is up to you!

Step 2

At the end of the collection, gather and sort your donations to ensure everything is suitable for sale. This is a great lunch-time activity for a group over tea and biscuits. An easy way to judge whether donations are fit for sale is simply: would I be happy to use this? If not, it's probably better off being recycling instead.



Crisis

Step 3

Once gathered and sorted into their categories (clothes, homeware etc.), you'll need to price your items.

In the case of designer items or brand-name clothing, it's best to look at sites like Vinted or eBay to help with pricing. For everything else, you can follow our pricing tips found in the Merchandising Guide.



Step 4

It's time to plan your Pop Up! Once a venue is agreed (again, communal spaces like the canteen are a great choice), you'll want to host your event on a date and time where most of your colleagues will be in the office.

Lunchtime is usually the most popular, and you can spread the event over 1-2 days if you have a lot of stock to sell. You'll want to give everyone enough time to plan, so letting people know at least 2 weeks before is ideal – internal newsletters, intranet and work social platforms are a great way to get the word out.

Step 5

Before you open your Pop Up, you'll want an easy way to take money from sales. To avoid handling cash, we suggest setting up an online JustGiving page [here](#).

This will ensure all donations are paid directly to Crisis, and you can even create and print off a [free QR code](#) with your page link for Pop Up customers to scan using their phones on the day for ease.

When a customer wants to pay for an item, simply direct them to the QR code to make payment and ask to see the receipt email once the transaction is complete to finalise their purchase. Easy!

Important: Please ensure you email your JustGiving link to your Crisis account manager before you start selling, so we can ensure all fundraising is counted towards your total.

Step 6

Creating your Pop Up. This is where you can get creative! Once you have your space and tables, you can start setting up your donations and beautifying your displays. Check out our Merchandising Guide to find out how to make the most of your stock and attract customers.

Step 7

Once you've completed your Pop Up, give yourself a pat on the back! This is a great time to send an email around confirming your total fundraising figure, and letting everyone know the page is still taking donations if anyone would like to make additional contributions (JustGiving pages will stay active for some time).

If you have any unsold items, Crisis shops would love to have them! See the Collections Guide on where to send any leftover items.

