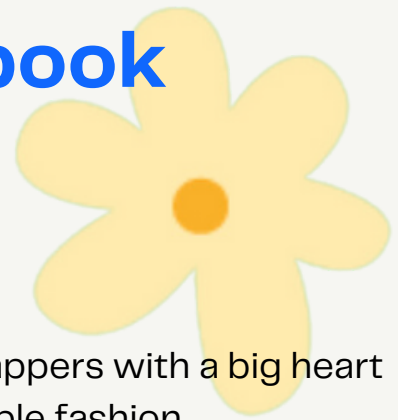


Swap Party Playbook

by BeReworn



What is BeReworn?

BeReworn is a platform built by a small team of swappers with a big heart who want to promote all things sustainable fashion.

Our goal is simple: to extend the lifespan of the clothing in everyone's closets by connecting people to one another through local community events, like clothing swaps, upcycling workshops, and more.

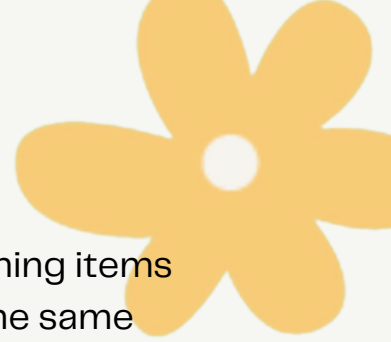
Join us in building an inclusive and caring space where EVERYONE is welcome!

This playbook provides:

- ~ Step by step instructions for setting up your event on the platform ~
 - ~ What to do day of your event ~
 - ~ What to do after your event ends ~
- ~ Tips and tricks we've collected for hosting your swap from us (yes, we host too!) and other hosts ~



Happy
Hosting!





What's a SWAP PARTY?

A swap party is a gathering where participants exchange clothing items with one another. Each person has the opportunity to select the same quantity of garments they brought to the event.



Step-by-step guide for setting up your swap party event:

Step 1: Create your BeReworn account [here](#).

Step 2: Choose a date and time for your event and find a venue where you can host. We recommend hosting your swap in a public location like secondhand stores, coffee shops, bars/breweries, galleries, etc, in your area!



 **Tip: Some venues may let you host for free or for a small fee. Be sure to ask them about any hosting costs so you can factor that into your event's ticket price!** 

Step 3: Now that you have your date and venue secured, you're ready to [create your event!](#)


 **Tip: We suggest keeping your event duration between 2-3 hours for the best experience.** 


Step 4: Enter your event details, including date/time, location, expected clothing sizes, event description, and ticket price. If you need volunteers, you can note that too! Lastly, when setting your ticket price, be mindful of the fee that BeReworn keeps for Stripe processing and to keep our platform running.*


Step 5: After your event goes live, start promoting it on your channels and get your friends involved – we'll do the same!


 **Tip: Sharing sneak peeks of the items you'll bring to the swap can drum up excitement and encourage participation.** 


Day of Event

 We recommend arriving 30–45 minutes early to set up racks and any additional items you may need. It's also helpful to have a table available for items that can't be hung, like shoes, purses, jewelry, etc.

 When guests arrive, they'll lay out their items on the table for a quick check from you. This is to ensure they're clean and in good condition with a style others would still love. Once approved, items can be placed on racks for swapping. Everyone can then select the same number of items they brought.

 Kindly ask attendees to inform you of the items they've chosen before they depart. This ensures they've taken an equal amount to what they brought.

 If someone brings an item with its tag, they can select an additional piece after everyone else has had their turn. This way, everyone gets a chance to find something they love, and we can appreciate the generosity of those who bring items in excellent condition. It's a win-win that also helps reduce leftover inventory at the end of the event!

 At times, attendees at your events like to linger and wait for more participants to arrive, which is fantastic! It's not just about the swap; it's also about supporting the venue graciously hosting us. It's the perfect opportunity for people to grab a drink or snack and show their support for the business.

Note from the team: We're dedicated to simplifying your hosting experience and, as a thank you, we promote ALL swap events created through our platform on our marketing channels!

After Your Event

After your event wraps up, it's important to leave the space tidy and welcoming for the business owner, ensuring they're happy to have you back as a host. If there are leftover clothes, you have the option to donate them, save them for the next swap party, or even host a closet sale at a very low price per item! We can also help you to host a closet sale:)

If you're considering hosting multiple events and require assistance with purchasing racks or hangers, feel free to reach out to us at hola@bereworn.com. We'll do our best to support you in covering a part of the expenses!

Thank you for being
here!

