

threads

A POP-UP THRIFT SHOP TO END SLAVERY

HOW-TO GUIDE



IJM

What is Threads?

Campaign Vision



Fully fund 20 new rescue operations in fall 2020 as an IJM Campus Chapter movement.



Every IJM Campus Chapter will raise \$ from their event to accomplish this vision.

Campaign Strategy

Last year, campus chapters across the country executed Threads and collectively raised **\$45,000** towards rescuing those who are still in slavery.

This year, **we keep the movement going!** With new learnings and insights, the purpose and vision remains the same, but we continue to build and grow.

Threads is a pop-up thrift store that gives 100% of proceeds to fund IJM rescue operations around the world.

Steps to execute Threads:

1. Collect lightly used clothes
2. Plan
3. Promote
4. Execute: sell clothes to fund rescues + raise awareness about IJM
5. Share your stories with us

Resources provided by IJM

Will be available [online](#)

- Resources available on [Box](#)
- New social media posts + images
- Best practices 'tips + tricks' from former IJM leaders & learnings from Threads 2019
- One pager on how to set up your peer-to-peer fundraising page

Note: this will be replacing the Square reader system used last year. More details coming soon.

Will be sent to your chapter via mail

- Customizable flyers + posters
- New IJM client story tags (for pricing items)



This and other sample graphics are available [here](#).

Step 1: Collect clothes



TIMELINE:

Collect used clothes from now until 4 weeks before your event.

There are many ways you can collect used clothes. Here are a few ways that have worked well on campus:

- Put donation boxes in dorms, fraternities/sororities, churches, and apartments on campus during Spring cleanout
 - Use [donation flyer](#) to advertise around campus
 - Post on social media
- Have all IJM Chapter Leader and members do a 'Closet Cleanout'
 - Encourage each team members to collect 10 items from their families over the summer or have them donate before summer starts



Step 2: Plan



TIMELINE:

Start before the end of spring semester, delegate over summer as needed, & hit the ground running in the fall.

This is when you get to use your creative expertise! There are many ways to execute Threads, and we want you to put your own creative spin on the event. You know what works well for your campus, and we want to support you in that. Here are a few suggestions to get you started:

1 - Select a location

You want to choose a location that is strategic on two different fronts. First, you want it to cater to the look / feel of space you're trying to create. Secondly, you want it to be in a location that students frequent (i.e. has a lot of foot traffic and is easily recognizable).

IDEAS: *the student union, quad on campus, a campus ministry house or church, fraternity or sorority house, or a local coffee shop.*

2 - Select a date + time

Choose a date that doesn't conflict with other major campus events (football games, campus ministry retreats, etc). It is likely strategic to execute the event in September or October, but can be done anytime during the fall semester. You can host the shop for 1 day, 2 days, or a whole week. Whatever makes the most sense for your chapter.

3 - Cultivate partnerships

Partnerships are KEY! Are there other organizations that would be willing to help plan, promote and execute Threads? Have members reach out to organizations and invite them into any phase of the process.

EXAMPLE: *IJM Baylor had prizes available for the sororities + fraternities that donated the most clothes or had the most people come to shop. It created a healthy spirit of competition for these organizations!*

Step 3: Promote



TIMELINE:

Start promoting 2-4 weeks before your event.

GOAL: make sure everyone on your campus knows about Threads and has been invited to shop. Be sure to start promoting at least 2-4 weeks before your event!

1 - Create a Facebook event

Have every chapter leader invite their Facebook friends to Threads.

2 - Post on social media

Get creative – take pictures of some of the donated clothes + promote on Instagram, Facebook, & Twitter.

DOWNLOAD: sample images & posts for social media (located in Box).

3 - Advertise on campus

- Post flyers + posters around campus (sent to every chapter from IJM HQ).
- Run an ad/flyer in the campus newspaper or university website.
- Make announcements in classes, at campus ministries, and at campus organizations. Keep the pitch short, sweet, and compelling.

DOWNLOAD: sample pitch & PowerPoint slide (located in Box).

Step 4: Execute



TIMELINE:

It is strategic to execute the event in September or October, but can be done anytime during the fall.

1 - Design the space

Think about the flow of the room – how will someone walk in and experience the space? Make sure things are organized well:

- Organize clothes by type, size, etc.
- Find creative ways to hang or display clothes
 - Ask local businesses if you can borrow a few clothing racks for the event!
- Add prices to items (using IJM client story tags)
- Tell IJM's story through the space - use IJM Story Banner + client photos sent to you

TIP: price higher than expected. Last year, leaders found that people were able and willing to pay more!

2 - Nail down checkout / sales procedure

Set up your peer-to-peer fundraising page beforehand. Students will be able to log in and give that way.

TIP: if a student wants to pay with cash, collect the cash, deposit into your chapter bank account, and then donate one final sum to your P2P page!

3 - What to do with leftover clothes?

Take them to a consignment shop - they will pay you for clothes & you can add the funds to your donation. You can also donate them to a local justice organization like a homeless shelter or aftercare center.



Step 5: Share your stories

As Threads is happening, share about it! Use these social tools to help leverage your event on campus by posting pictures, updates, ways to get involved, etc.

- Can you get your school newspaper out to cover the story?
- Share photos and updates of your Threads event in the [IJM Chapter Leader Facebook group!](#)
 - Sharing your stories will help encourage other leaders who are getting ready to execute on campus, create shared learning opportunities for everyone, and we as a movement want to encourage you!

