



Christmas Jumper Swap

Community Toolkit

Christmas Greetings!

Rstuff supports communities to use our planet's resources more sustainably. Growing or extracting the Earth's natural resources plus the energy required to manufacture and transport new clothing contributes to habitat loss and Climate Change. Sixty percent of clothing fibres are synthetic, which includes plastic based materials such as polyester, nylon and polyamides. We can reduce the impact our fashion choices have on the environment through buying less and using what we buy over and over again until it is too damaged and ready to go in the textile recycling bank at Household Recycling Centres.

Choosing pre-loved clothing is one way to reduce the effect fashion has on the environment. Christmas jumpers are bought and worn for a limited period of time. Families with young children in particular find a jumper worn for a matter of a few weeks one year is too small to wear the next.

Our Christmas jumper swap toolkit aims to spread a little Christmas cheer by encouraging people to donate jumpers which are either too big, too small or just too last season and give them a new life! A Christmas jumper swap is a great way to update your winter wardrobe in a environmentally conscious way - it's good for the planet and your pocket too!

Aims

The aim of a Christmas jumper swap is to:

- **Make sure Christmas jumpers are used again and again** before they are recycled.
- **Reduce the cost** of Christmas jumpers.
- **Increase knowledge** about the environmental benefits of buying pre-loved clothing.



The Toolkit

A Christmas jumper swap can be organised for a town or village or a single organisation like a school. We want to make it as easy as possible to hold your own Christmas jumper swap.

What's included:

1. Organisers guide to hosting a Christmas jumper swap.
2. Key messaging to use in your Christmas jumper swap website content.
3. Suggested social media posts and assets.
4. Downloadable posters, tags and social media assets.

Organising the Swap

In this section you will find some key points it's handy to consider when planning your Christmas jumper swap.

1. Know your community.
2. Deciding when and where.
3. Agree collection points.
4. Volunteers.
5. Publicity.
6. Costs.
7. Evaluating your Christmas jumper swap.



Know your community

1. **Create a list of community 'assets' in your town or village.** This will help you identify organisations, venues and people who may be willing to help out and publicise your Christmas Jumper Swap. Examples include:

- **Organisations** e.g. luncheon club, clubs and societies, scouts, schools, faith groups.
- **Venues** with high footfall e.g. village hall, market, shared area in sheltered accommodation.
- **Communication channels** and, importantly, any deadlines for publications e.g. parish or school newsletters, church notices, shared areas in sheltered accommodation etc.

2. **Create a list or spreadsheet** of these 'assets' and make a note of the organiser and their contact details and social media handles

When & where



Time of year

Christmas jumper day is usually held in the first two weeks of December so hold your jumper swap in advance of this.

Existing events

Are there existing events which attract a high footfall where you could host your Christmas jumper swap? This will help you attract a good number of people to your jumper swap e.g. Christmas light switch on, Christmas markets or following the first Advent candle lighting service.

Venues with high footfalls

Host your jumper swap at locations with a high footfall e.g. village hall, local school, leisure centre etc. Alternatively, rotate a hanging rail of Christmas jumpers to multiple venues across your town.

A safe event

When organising an event it is important to make sure it runs smoothly and safely for example completing a risk assessment, ensuring goods are safe, slips and trips are avoided, ensuring any food is safe and has allergens listed, safeguarding etc.

This requires specialist advice and below are links to websites and booklets about holding community events.



Organising a voluntary event: a can do guide



Providing food at community and charity events



This QR code take you to the home page where you can search for a range of advice.



This QR code takes you to the small charity help desk where they help you find online help and guidance, provide further information or signpost you to a trusted provider to answer your questions.



Jumper donations

Jumper donations

Use a single collection point or make it easier for people to donate jumpers, by having multiple donation points at places people visit on a regular basis. e.g. school, library, faith group etc.

Talk to a range of organisations, from your community asset list, explain the environmental and social benefits of the Christmas jumper swap and ask them to be a jumper donation point.

Other points to consider are outlined on the next page.



Jumper donations



Set a date

Agree a date when you will collect the jumpers from them or for them to drop them off to you.



Set a single delivery point

Decide where you will store all the jumpers once you have collected them from or had them delivered from the jumper donation points.



Publicity

Use the graphics and social media posts in this toolkit on your social media platforms. Also share updates & photos from your jumper donations points or deliveries e.g. 'Our first jumpers have arrived'. Share the excitement & raise awareness of your Christmas jumper swap.

Volunteer roles



The number one advice when it comes to recruiting volunteers is to keep it:

- **Specific**
- **Small**
- **Do-able**

For example, if someone in your group is also involved with the playgroup, ask them to: talk to the playgroup about being a jumper donation point, drop off a poster to the playgroup or collect jumpers from the playgroup.

Some examples of how volunteers can gift their time are shown over the page.

Volunteer roles



Quality Check



Once you have your jumpers, the next steps are to count them up and check for quality.

Electrical items

Our advice for jumpers with batteries and wiring is to pass them on to charity shops who are a set up to deal with electrical items safely.

Quality check

Check for the following:

- | | |
|--------------------------------|-------------------------------|
| 🌲 Jumper is clean | 🌲 Fabric not torn |
| 🌲 No stains | 🌲 Elasticated cuffs not loose |
| 🌲 Pockets on hoodies are empty | 🌲 Zips work |
| 🌲 Name tags removed | 🌲 Buttons and sequins secure |

Quality Check

Any jumpers which don't meet the quality standard can still be useful and taken to a textile recycling bank at Household Waste Recycling Centres. Some charities will accept damaged clothing for textile recycling.

Jumper Counting



After your quality check, tot up the number of jumpers available to be rehomed at the Christmas jumper swap. This is so you can calculate how many jumpers have been rehomed at the end of your event.

Publicity



Once your Christmas jumper swap is organised you need to shout about it! We are firm advocates that there is no such thing as too little publicity when it comes to hosting your Christmas jumper swap.

Your own organisation

- Use the social media posts, graphics, videos and newsletter in this toolkit to request donations and publicise the jumper swap. **And**, send them to your jumper donation points for them to use too.
- Invite your local newspaper to your Christmas jumper swap to spread the message about the benefits of pre-loved clothing.
- Take photos of your event and any community members who are happy to have a photo taken wearing their new jumper. **Remember: to obtain photo permission.**
- Share stories of your Christmas jumper swap with us - we'd love to hear them!

Costs

The cost of hosting a Christmas jumperswap should be small. Costs you may encounter:

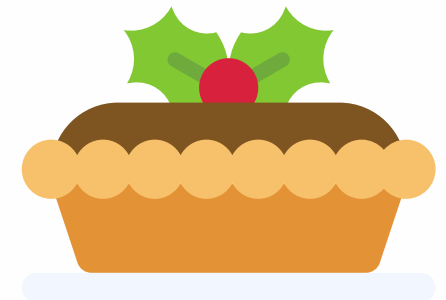
Hire of a venue. Ask venues if they would like to offer the venue free of charge - remember to thank them in your post event publicity!

Hangers & hanging rails. You may need to purchase hanging rails and hangers or alternatively, you could use tables.

Printing. You'll need to print the posters and thank you tags.

Adhoc costs. You may need to pay some mileage for volunteers who drop off coats to you or vice versa.

Refreshments. This is only a potential expense if you're hosting a stand alone event. If your jumper swap is part of another event this may already be organised.



Evaluating your jumper swap

The first question is 'Why do we need to evaluate the Christmas jumper swap?' There are 3 reasons:



To know if it worked- have we increased the number of people buying pre-loved clothing.



Celebrating with your community what they have achieved - it's great to feel good!



As organisers, it's good to acknowledge 'what went well' and use any feedback to help the smooth running of future jumper swaps.

Aim 1



The first aim of the jumper swap is to increase the use of Christmas jumpers before they are recycled.

You can measure the impact in the following way.

1.Before your event add up the number of:

- Jumpers donated
- Donated jumpers sent to a textile recycling

2.After the jumper swap, add up the number of:

- Jumpers left and subtract this from the total number of jumpers available donated at the start.

Aim 2



The second aim of the jumper swap is to reduce the cost of new Christmas jumpers for people.

This is difficult to quantify as jumpers vary in price but we can definitely say that choosing pre-loved clothing does save money, therefore you could include messages in your communications such as:

“X number of people saved money on their new Christmas jumpers at our Christmas Jumper swap.”

Aim 3



The third aim of the Christmas jumper swap is to increase knowledge of the environmental benefits of buying pre-loved clothing.

Ask visitors: **Before the Christmas jumper swap, did you know choosing pre-loved clothing helps reduce the effects of climate change? Y /N**

You can collect this information in a variety of ways. Examples include:

- Use our QR code to access a short survey or create your own.
- Use a display board or large poster and residents can use a sticky dot to indicate yes or no.
- Use 2 jam jars and visitors can use a counter to indicate yes or no.
- Ask volunteers to survey visitors.
- Use an online poll on your social media platform.

Suggested website copy

Did you know, growing or extracting the Earth's natural resources plus the energy required to manufacture and transport new clothing contributes to habitat loss and Climate Change. Sixty percent of clothing fibres are synthetic, which includes plastic based materials such as polyester, nylon and polyamides. We can reduce the impact our fashion choices have on the environment through buying less and using what we buy over and over again until it is too damaged and ready to go in the textile recycling bank at Household Recycling Centres.

Choosing pre-loved clothing is one way to reduce the effect fashion has on the environment. Christmas jumpers are bought and worn for a limited period of time. Families with young children in particular find a jumper worn for a matter of a few weeks one year is too small to wear the next.

Our Christmas jumper swap aims to spread a little Christmas cheer by encouraging people to donate jumpers which are either too big, too small or just too last season and give them a new life! We quality check all the donated jumpers before making them freely available at our jumper swap event! A Christmas jumper swap is a great way to update your winter wardrobe in an environmentally conscious way - it's good for the planet and your pocket too!

Suggested PR copy

_____, is hosting a Christmas jumper swap at _____ on the _____. Christmas jumpers which are no longer wanted or needed are donated, quality checked and made freely available to anyone looking to brighten up their winter wardrobe in an environmentally conscious way. Christmas jumpers are often only worn for a limited period of time each year. Families with young children in particular find a jumper worn for a matter of a few weeks one year is too small to wear the next.

Around 60% of clothing fibres are synthetics, such as plastic based polyester or nylon and the clothing industry accounts for 8-10% of global greenhouse gases which causes climate change. Rather than shop for brand new jumpers, events like this mean it is possible to extend the life of existing Christmas jumpers and keep clothing fibres in circulation for longer, by making sure they are used again and again before they are recycled. This uses fewer resources and less energy compared to manufacturing and transporting new clothing, which helps reduce the effects of climate change, conserve natural resources and protect habitats.

_____from _____said “add quote”

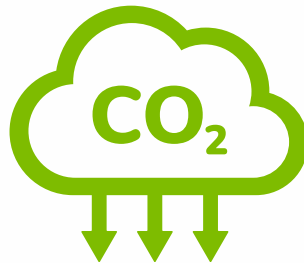
You too can host your own Christmas jumper swap using the Christmas Jumper swap toolkit available from the Rstuff website www.rstuff.uk

Textile Facts

Did you know, choosing pre-loved clothing does all of this.....



Fewer resources
are sent to landfill



Reduces the effects
of Climate Change

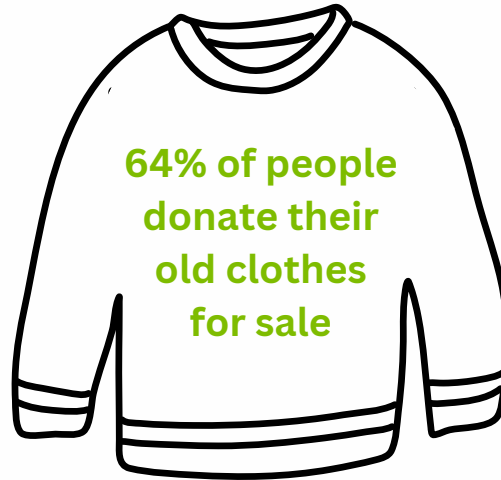


Protects habitats as they
are not disturbed to
extract or grow resources
to make clothing fibres

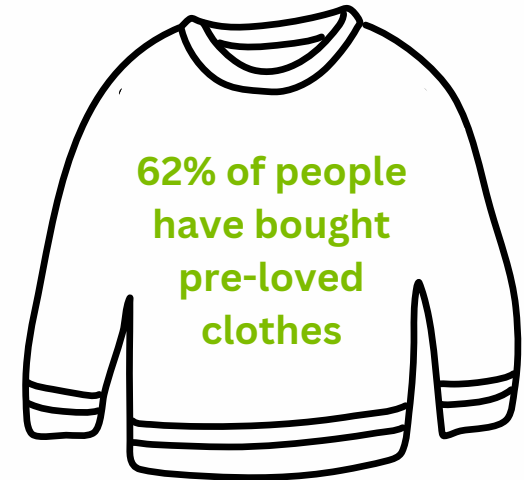
Textile facts



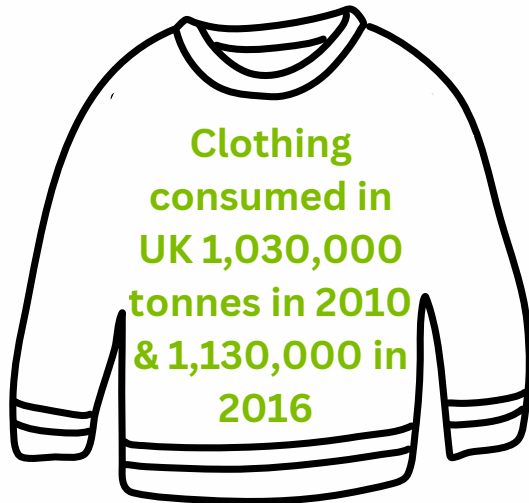
Around £140
million of
clothing is sent
to UK landfill
each year



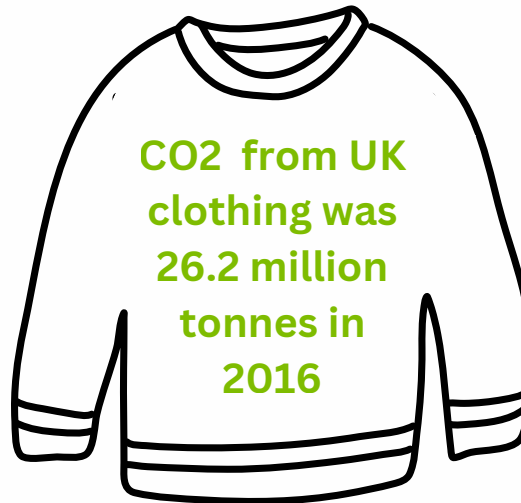
64% of people
donate their
old clothes
for sale



62% of people
have bought
pre-loved
clothes



Clothing
consumed in
UK 1,030,000
tonnes in 2010
& 1,130,000 in
2016



CO2 from UK
clothing was
26.2 million
tonnes in
2016



On average,
clothing lasts for
3.3
years before it is
discarded or
passed on

Suggested social media posts



We have created a selection of suggested posts you can use for your Christmas jumper swap.

You can use them as they are or edit them to suit your organisation.

When posting, please make sure you tag Rstuff. And if you're directing followers to our website to find out more, please send them to www.rstuff.uk

Thank you!

Asking for donations

Jumpers of Christmas past can have a Christmas future too!

The Christmas jumper swap is a great way to update Christmas party wear in an environmentally conscious way. You might even find a new one for you too!

Donations can be dropped off **at xx by xx**

#UnwantedChristmasJumpers #ChristmasJumperSwap #PrelovedJumpers

Spread a little Christmas cheer, help protect habitats and reduce the effects of Climate Change by rehoming your jumpers of Christmas past to our Christmas jumper swap!

Donated Christmas jumpers which are too big, too small or too last season are made freely available to others wanting to update their Christmas party wear in an environmentally conscious way. You might even find a new one for you too!

Donations can be dropped off **at xx by xx**

#UnwantedChristmasJumpers #ChristmasJumperSwap #PrelovedJumpers

Promoting the event

Have yourself a very merry Christmas by visiting our Christmas Jumper swap! Choosing pre-loved clothing helps protect habitats, reduces the effects of climate change, and may help you save some money. We have jumpers of all shapes, colours and sizes. Come along and visit us - we'd love to see you!

Venue: xx date and time XX

#ChristmasJumper #JumperSwap

It's Christmas!!!! and that can only mean one thing Christmas jumper day!

If like many parents and carers you despair at the brief amount of time your child actually spends in their Christmas jumpers then look no further.

We have pre-loved Christmas jumpers of all shapes, colours and sizes. Choose pre-loved, its good for the planet and your pocket too!

Venue: xx date and time XX

#ChristmasJumper #JumperSwap

Post event posts

You're amazing! Thank you! We gave xx Christmas jumpers past a Christmas future!

#ProtectingHabitats #ClimateChange #JumperSwap #ReduceReuseRecycle

Thank you for supporting our Christmas jumper swap. XX people found their new Christmas jumper at our jumper swap.

#ProtectingHabitats #ClimateChange #JumperSwap #ReduceReuseRecycle

Digital assets

To help you with organising your Christmas jumper swap we have have created a range of materials:

- Social media post graphics
- Posters
- Thank you tags
- Show reels



Thank You

If you have any questions,
our team would be happy to
help you.

Email us at:
rstuff@recoup.org