



## **Consignment Boutique**

About this event: Merge your passions for fashion and freedom by creating a high-end consignment boutique, and donate proceeds to IJM.

1. **Choose a location, date and time.** Find an open space that has the potential to look and feel like a boutique—either at your home or a friendly local business. Plan four or five hours for the event to avoid a rushed shopping experience.
2. **Ask for clothing donations.** Let your friends and networks know what you're doing and ask them for gently used clothes, shoes, bags, scarves and other accessories. Offer to pick up items to make it easier for them. Ask local boutiques if they'd like to donate any items to your event. Give yourself two months to collect items.
3. **Secure volunteers** to help your event run smoothly. We recommend getting three to five volunteers for setting up, working the cash register, helping customers and cleaning up after the event.
4. **Create an online fundraising page.** Set up your fundraising page at <http://www.ijm.org/get-involved/fundraising> with all the details of your event. If guests decide not to purchase anything or cannot attend, encourage them to make a direct donation to your campaign.

*Here's an example from IJM employees who hosted their own boutique event:*  
<https://ijmfreedommaker.org/campaign/331/Freedom-for-All-Mankind->

5. **Promote your boutique fundraiser.**
  - Email friends and family or mail them invitations
  - Set up a Facebook event or Tweet your contacts – be sure to include the link to your fundraising page
  - Create a flier to hang in your local café, grocery store or boutique
  - Contact fashion bloggers in your area to help spread the word

**6. Collect everything you'll need for the event.**

- Clothing racks and lots of hangers
  - Trunks or shelves to display items
  - Shopping bags
  - Full-length mirrors for clothing
  - Small mirrors for jewelry and accessories
  - Music and speakers
  - Table for cash register area
  - Signs to remind your guests that 100% of the proceeds benefit the work of IJM
- If you would like to accept credit card payments, order a Mobile Card Reader from [www.square.com](http://www.square.com) to use on your iPhone or iPad.

**7. Sort your clothing donations.** As you receive donations, set aside items you'll be selling, and donate the rest to your local clothing center (Goodwill, Salvation Army, etc.). Sort items by quality to determine their pricing.

**8. Organize payment.** There are many ways to handle the pricing of your donations:

- *Option 1:* Use stickers to assign a "suggested donation" price for each item.
- *Option 2:* Organize clothing and accessories by 'price racks' so everything in the selected area is the same "suggested donation" price.
- *Option 3:* Allow people to set their own price for an item when paying.

(Having a computer or iPad set up at your event can make giving easy! Guests who donate through your fundraising page will receive an instant "thank you" and receipt in their email inbox.)

**9. Arrange your space.** Get creative with how you set up and decorate your boutique!

- Organize items by price, size, color or theme
- Make jewelry pop on black tablecloths
- Set up a fitting room with a divider, or set up mirrors in a private room
- For a high-end feel, serve champagne or white wine to customers as they shop

**10. On the day of the event...**enjoy the shopping! Have a great time, but be available to answer your guests' questions. Remember to take pictures to share the event's success with your friends and with IJM.

**11. Wrap up:** At the end of your event, update the collected sales and donations on your fundraising page, and mail collected donations to: International Justice Mission; PO Box 96961; Washington, DC 20090-6961

**12. Share your success!** Your enthusiasm and success could inspire someone else to do the same.

- Send an email of thanks to those that participated
- Upload photos from your event to your Facebook or blog
- Tweet your success and tag @IJM so we can re-tweet

**PHOTOS FROM PRIOR EVENT**





