



WELCOME TO YOUR #SHEINSPIRESME CARBOUTIQUE TOOLKIT

Welcome to your #SheInspiresMe Carboutique Toolkit! A #SheInspiresMe Carboutique is a fundraising event much like a clothing swap or rummage sale, in support of Women for Women International. Whether it's in a car park, the break room at work, your living room or a park or community centre – it's easy to host your very own #SheInspiresMe Carboutique (and there's no car required)! This planning guide will give you all the resources you need to plan a successful event.

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Photo ©: Francesca Pagni

One of our Women for Women International—Rwanda participants at our Women's Opportunity Centre.

#SheInspiresMe Carboutique

This fundraising event is an exciting new opportunity for our supporters all over the country to support a great cause and have a fun time with friends, family, neighbours and colleagues. Become a part of our annual #SheInspiresMe Car Boot Sale by hosting your own event – spice up your wardrobe while helping us empower women survivors of war.

Why get involved?

With every **£289** you raise, you can sponsor a woman through our year-long programme, and support her as she overcomes the horrors of war and learns the skills she needs to support her family and transform her life.

A #SheInspiresMe Carboutique is a great tool for community building – you can use this opportunity to raise awareness in your community about the challenges women in the world face today, and for you and your guests to talk about all the ways we can join together to support women survivors of conflict, and truly make a difference.

Our Annual #SheInspiresMe Car Boot Sale

In 2016, we hosted the first annual [#SheInspiresMe Car Boot Sale](#). The event received fantastic media coverage, including [Vogue](#), [Vanity Fair](#), [Evening Standard](#), [Marie Claire](#) and raised over £60,000 in support of our work.

"I just wish all car boot sales were like this!" said Jade Parfitt, Women for Women International supporter, model and presenter. Watch Jade's video [here](#).

Host your #SheInspiresMe Carboutique as part of Women for Women International's annual #SheInspiresMe Car Boot Sale!

View more photos from the event [here](#), as well as on our [Facebook](#), [Twitter](#) and [Instagram](#).



Photo ©: Jeannine Michelle Photography

Logistics

Create a **time-line and event structure** using our check-list system:

Pre-event (~ 1 month to your event)	Event (on the day)	Post-event (in the following week)
<ul style="list-style-type: none"> <input type="checkbox"/> Establish a target for your event and create a budget for yourself <input type="checkbox"/> Determine the event format – will you be participating in a local car boot sale or will you be organising your own Carboutique? <input type="checkbox"/> Select a time and date for your event <input type="checkbox"/> Secure a venue (community centre / school yard or university quad / office car park or break room / at your home) <input type="checkbox"/> Let us know your plans! Once you have set a date and secured a venue, please let us know and we can support you in the run-up to your event <input type="checkbox"/> Develop a guest list – as you do so, keep in mind your fundraising target of £289 <input type="checkbox"/> Send out your invitations (check out sample invitations in the <i>Event Resources</i> section below to get you started) <input type="checkbox"/> Consider catering – will you be providing drinks and snacks? <input type="checkbox"/> Decide on how you will handle, keep safe and keep track of the cash 	<ul style="list-style-type: none"> <input type="checkbox"/> Set-up early to make sure everything is organised and in place <input type="checkbox"/> Set-up a guest sign-in area with the provided sign-up sheet, for guests to sign up to the global sisterhood <input type="checkbox"/> Display all of your Carboutique sale items with visible prices—but do encourage haggling! <input type="checkbox"/> Take the time to talk to your guests about what we do and how they can get involved in supporting our work <input type="checkbox"/> Connect with us on social media – we would love to share your posts and highlight your incredible event! Tag us @womenforwomenuk and use #SheInspiresMe <input type="checkbox"/> Enjoy your event! 	<ul style="list-style-type: none"> <input type="checkbox"/> Thank your fellow cabooters and everyone who attended <input type="checkbox"/> Sign up to sponsor a sister / make your donation (see “How to Give” in <i>Event Resources</i> below) <input type="checkbox"/> Tag us @womenforwomenuk in your social media posts from your #SheInspiresMe Carboutique! <input type="checkbox"/> Let us know how it went! Send us an email and consider sharing how amazing your event was in the form of a blog post for our website. We love hearing from our supporters and sharing, in their own words, about their success as we work to empower women. Here are some examples

Our team will be happy to provide you with all the support you need! For all enquiries, please contact Women for Women International at supportuk@womenforwomen.org or call us at 0207 922 765.



Photo ©: Jeannine Michelle Photography

EVENT RESOURCES

Thank you for your interest in hosting a #SheInspiresMe Carboutique in support of Women for Women International!

Here is all the information you need to plan, organise and host a successful #SheInspiresMe Carboutique event. All supporting documents are available for download in the #SheInspiresMe Carboutique Dropbox.

Access the [#SheInspiresMe Carboutique Dropbox](#) here, or by contacting Evan at efrenkel@womenforwomen.org with any questions. There you will find all the event resources materials, including customisable poster templates, invitation templates, legal guidelines and much more.

Carboutique Do's

- Give yourself a target
- Start planning early
- Decide on a pricing system
- If you are using our logo, please send through all publications for sign-off
- Think outside the box!
For example, student advocates in Manchester launched a sustainable fashion project, and St Andrews student advocates hosted a clothing swap with £1-2 vouchers awarded to everyone who donated items for the swap. *The sky is the limit when it comes to your creativity*
- Check your venue's requirements before publicising the event
- Involve as many people as you can
- Send us photos of your event!
- Leave your venue as tidy as you found it
- **Have fun!**

Carboutique Don'ts

- Do not forget to keep your event safe and legal – check your venue's guidelines to make sure you're abiding the proper sanitation rules (if you have a snack stand) and see "Keeping it Legal" in *Event Resources* below
- Do not forget to check raffle and collection tin guidelines (we can provide guidance on this, please see "Keeping it Legal" below or contact us by email at supportuk@womenforwomen.org)

Invitations

Contact your guests once you have secured a venue for your event and have chosen the date and time.

- **Email:** Send out invitations via email using our customisable invitation – reach out to friends, family, classmates, community members and colleagues. If you are hosting an open event, please invite your guests to forward the invitation to their email contacts as well, the more the merrier!
- **Facebook:** Create a Facebook event - a great way to share sneak-peek photographs and keep guests updated as you get closer to your event!
- **Other ways to use social media:** Tag your friends and @womenforwomenuk on Instagram with the invitation uploaded as a photo, and ask others to share!

About Women for Women International

Since 1993, Women for Women International has supported more than 447,000 in Afghanistan, Bosnia and Herzegovina, the Democratic Republic of Congo, Kosovo, Iraq, Nigeria, Rwanda and South Sudan.

Through our 12-month programme, women learn about their rights, as well as key life, vocational and business skills to access livelihoods and break free from poverty.

Participants come together in a class of 25 for life-skills, leadership and rights awareness training, which enables women to become healthy, active leaders of positive change in their communities. They learn a marketable vocational skill, such as organic farming, bee-keeping or brick making, and receive business skills training, to turn their chosen skill into an income generating activity.

Join us in creating a ripple effect.



Photo ©: Hazel Thompson

Help us celebrate the power of inspiration by becoming a part of the global sisterhood.

About the #SheInspiresMe Campaign

The [#SheInspiresMe campaign](#) gives you the opportunity to take action and lend your voice to create a chain of inspiration. **Use your #SheInspiresMe Car-boutique as an opportunity to encourage your guests to sign up for the sisterhood!**

With over twenty brutal armed conflicts across the globe and unprecedented levels of violence against women, there's never been a greater need for Women for Women International's work to support women survivors of war. From women survivors of war to our closest friends and family, #SheInspiresMe celebrates the vital contributions that all women make – not just because women's voices and achievements are so often unheard and overlooked – but because elevating women strengthens the social fabric of societies everywhere. Ultimately stronger women build stronger nations.



Messaging

#SheInspiresMe Carboutiques are a new way to support Women for Women International, so have fun with it! Get creative in how you organise your event and let us help you find the best way to engage with your guests as you fundraise and raise awareness! It is not every day that searching out a bargain or finding that perfect summer dress supports an important cause.

This style of fundraising is a powerful way for you to introduce Women for Women International to your friends, family and local community. Please be sure to speak with your guests about Women for Women International and encourage them to join the global sisterhood. That way, after the bargain hunting is over, you can all join the global conversation and learn more about the inspiring women that we serve.

For more information on how to advertise your event, check out the PR Toolkit and Social Media templates available in the [#SheInspiresMe Carboutiques Dropbox folder!](#)



Tips

Good to Sell:

- Clothing you don't wear anymore
- Books
- Toys your children have outgrown
- Homeware items

Keeping it Legal

- **Car boot sales** require special licensing, so if you decide to not participate in a local car boot sale, we suggest you host your own event, akin to a clothing swap or rummage sale! Just as fun, and just as easy to raise enough funds to sponsor a survivor of war. Click [here](#) for more information on licensing for car boot sales.
- If you host a **raffle or lottery**, make sure to charge a standard price for each ticket. You must announce a winner by the end of the day on the day of your event, or look into purchasing a lottery license (available from [your local council](#)). Click [here](#) for more information.
- In addition to collecting the money raised from your Carboutique, you might want to set out **collection tins**; in that case, please make sure you comply with your venue's regulations – either contact the venue proprietor, look into public collections or contact us at supportuk@womenforwomen.org. Click [here](#) for more information.
- Please send us all **communications or media** you intend to share for sign-off at supportuk@womenforwomen.org. For more information, see the *PR Toolkit* provided in the [#SheInspiresMe Carboutique Dropbox](#).

How to Price Items:

Suggest 50% off the original value

To Avoid Selling:

- Undergarments
- Anything stained or torn
- Personal mementos or souvenirs
- Food (unless part of a snack stand for Carboutiquers consumption)

How to Give

Depending on how you would like to submit your donation, please refer to the following suggestions for donating the funds raised from your #SheInspiresMe Carboutique:

- [Sponsor a Sister](#)
- [Donate online](#)
- By cheque made payable to Women for Women International UK and sent to:
Finance Team
Women for Women International UK
32-36 Loman Street, London, SE1 0EH
- By bank transfer to
Account: 07654367
Sort code: 180002

From a student supporter:

“The clothes swap at St Andrews was a fantastic way to engage university students with our charity. We sold used clothes at discounted prices, and received donations from men and women alike. The swap is an event we do every year because it is quick to organise and we consistently raise enough to sponsor at least one woman through Women for Women International’s programme. Flyers and heavy social media promotion were key to the success of our event.”

Hannah Thomas, President Women for Women St Andrews



Photo ©: Alison Wright

Further Ways to Support

- Join our #SheInspiresMe [global sisterhood](#)! Invite all your friends to join the sisterhood. Take action and lend your voice to create a chain of inspiration. You will have opportunities to meet, network and discuss issues that affect women globally and receive regular doses of inspiration from us!
- Share our video, [#SheInspiresMe](#), which shows just how important your support is in helping the world’s most marginalised women fully realise their hopes and ambitions and build a better life for themselves, their families, and their communities.
- **Get creative!** Many of our supporters come up with original activities for community fundraisers so please feel free to pitch your own ideas and we can see how best Women for Women International can support you. [Here](#) are some ideas to get you inspired.

Useful Links

Please access to the [#SheInspiresMe Carboutique Dropbox](#) or contact us for more resources materials .

#SheInspiresMe Carboutiques

- Access your [Event Resources materials](#)

#SheInspiresMe Car Boot Sale

- [Our 2017 #SheInspiresMe Car Boot Sale](#)
- [Our 2016#SheInspiresMe Car Boot Sale](#)
 - [Photos](#)

Women for Women International

- [Our Website](#)
 - [About Us](#)
 - [Ways to Give](#)
 - [Get Involved](#)
 - [Events](#)
- [The Sisterhood](#)
- [#SheInspiresMe Video](#)

Other

- [Local Car Boot Sales in the UK](#)
- [Car Boot Sale License](#)
- [Charitable Collection Guidelines](#)
- [Lottery and Raffle Guidelines](#)
- [Find Your Local Council](#)



Photo ©: Alison Wright

Thank you so much for your support!