

## What is Swishing?

Swishing is the latest craze in ethical shopping, it's the future for the fashion forward socially responsible consumer who wants to raise funds and improve their wardrobe at the same time.

Swishing parties are a great way of raising money for Macmillan Cancer Support and giving you a chance to get rid of the items in your wardrobe you no longer need, no longer fit, unwanted gifts and unmitigated fashion disasters. Improve your wardrobe by exchanging items for some new outfits.

All you need to start Swishing is a bunch of friends or colleagues each with at least one item of clothing they are happy to trade (although a suitcase full of clothes is even better!!)

## The Rules of Swishing:

(as laid down by Futerra sustainability communications – founders of Swishing!)

Running a Swishing party is simple; just follow the Rules of the Rail:

- 1) Everyone must bring at least one item of quality clothing.
- 2) You will have half an hour to browse before the swish opens.
- 3) No item may be claimed before the swish opens.
- 4) As soon as the swish is declared open, everyone may take what they want.
- 5) Remember no scratching, spitting or fighting.

For more hints and tips about Swishing or to advertise your event visit: [www.swishing.org/](http://www.swishing.org/)

**Once you have decided to hold Swishing parties then don't forget to contact your local fundraising office and let them know what you are planning.**

West Yorkshire Office – 01924 232440 or email: [westyorksinfo@macmillan.org.uk](mailto:westyorksinfo@macmillan.org.uk)

They can help you produce invitations, posters, advertise your event on our website and provide you with balloons and bunting to decorate your event.

## How to raise money through Swishing:

- Charge an entrance fee to the event
- Have a raffle during the swish. Try and get prizes that the swishers will enjoy, clothes vouchers, chocolates, flowers or wine always go down well!
- Place donation boxes around the event (these can be obtained from your local fundraising office)
- Offer beauty treatments for a small donation, manicure anyone?

Swishing is fun and environmentally friendly; it ticks all the boxes when it comes to clearing your conscience and helping to protect the environment as well as raising much needed funds for people affected by cancer. Shopping the guilt free way!