



Back to School STUFF SWAP

Hosting a Back to School Stuff Swap

We're so excited you want to host a Back to School Stuff Swap. Here's a basic step-by-step to get you on track to hosting a fabulous swap!

1. Pick a Date, Time, and Location for Your Stuff Swap

First things first! Think about when and where you want to host your Back to School Stuff Swap (at your house, a park, office, etc.) so you know how many people can join in on the fun. We'll be hosting one at the Story of Stuff Headquarters here in Berkeley, California.

Deciding on a location will give you a good idea as to how many people the space can hold, what time of day is best, and how you'll want to spread the word, etc.

2. Sign Up With the Story of Stuff Project

Simply fill out a short form with your contact information and event details at: <http://bit.ly/stuffswaphost>. Once you register, we'll send you a confirmation email that you'll need to open and click-thru to make everything official. Then when everything is good to go, your event will show up on the Story of Stuff website where other folks can find your swap and sign up to attend.

3. Spread the Word

Now it's time to generate some buzz about your swap! The host page for your Stuff Swap has built-in features that can help you email your friends, post about your event on Facebook, or spread the word on Twitter. As long as your event is "public" we'll share it with the broader Story of Stuff Community, too.

If you want to be old school about it, we also have simple poster templates that you can fill in and post around to publicize your swap.

4. Send out Reminders

Making the small extra effort to send out a reminder a day or two before your Stuff Swap to everyone who has registered will do a world of good to boost attendance, especially at this busy time of year. You can send email reminders from your Stuff Swap host page on the Story of Stuff website. Remember: the more people who come, the more Stuff there is to swap!

You can also provide your attendees with our “What to Swap” list and any special directions to your Stuff Swap.

5. Get Swapping!

As the host, it's always a good idea to arrive early and make sure the space is ready to go. You might want to put a sign or poster out front so folks know they are in the right place.

One of the great things about Stuff Swaps is that the guests bring most of the Stuff. You can set up tables and racks if you like or organize the Stuff by size or type. You can also just spread a blanket out on the floor and make a big pile. Whatever works best for you, it's a good idea to have some of the Stuff you want to swap laid out beforehand so your guests have a guide.

If you want to go the extra mile, it's always appreciated if there are snacks and sips on hand.

Be sure to also take a few pictures of your Stuff Swap! We'd love to see your photos and hear how it went. Any photos and feedback can be sent to info@storyofstuff.org.

6. Post-Swap

Once the swapping has come to a close, round up anything that hasn't been swapped and make a plan for donating those items to local charity shops and organizations that take second-hand goods.

A few days after your event, you should also expect to receive a brief survey from the team at the Story of Stuff. We'd love to get your feedback and have you share any pictures from your Back to School Stuff Swap.

You rock!

EMAIL INFO@STORYOFSTUFF.ORG WITH ANY AND ALL QUESTIONS