

Free and For Sale Frenzy Project Guide

A. Project Background

The Free and For Sale Frenzy is an event organized by the Sustainability Office that seeks to create an in-person, small-scale marketplace for students to buy, sell, or donate their clothing items. It is modeled after the existing Facebook group called Free and For Sale, which uses this social media platform to connect students looking to buy, sell, or donate clothing and other items to other members of the Carleton student body.

This event reflects the Sustainability Office's efforts to:

- Create more awareness around waste management practices.
- Reduce overall campus waste/provide an alternative to traditional clothing disposal practices.
- Cultivate a broader campus community atmosphere oriented towards sustainability.

B. Project Stakeholders

a. *Target Audience*

At this point the target audience is Carleton students as they are the ones using the existing Facebook platform. In the future, this event could be scaled up to include the broader Northfield community (local residents, staff, and St. Olaf students, etc).

b. *Design/Implementation Team*

Two sustainability office assistants (STAs) are the lead organizers for this event, working with other STAs as needed for publicity, outreach, and other event planning tasks. During the event itself, rotating shifts of volunteers assist in set-up, item check-in, the sale, and clean-up. In total, there are 20+ volunteers through the day.

c. *Approval Bodies/Governing Entities*

This event requires initial approval from the Sustainability Office for budgetary purposes. From there, the organizers need to contact campus scheduling for room reservations, coordinate with the events manager in facilities regarding room set-up, reserve cameras and speakers through Carleton's Presentation, Events, and Production Support (PEPS), and reserve any necessary vehicles with campus services. Campus security should also be notified of the event since there will be a large number of students flowing in and out of the event throughout the day. Additionally, STAs should devise a plan for donating the clothing. If an on-campus organization exists wants some of the clothing, that organization should be contacted to devise a pick-up plan.

C. Scope Definition

This event targets Carleton students and focuses on buying, selling, and donating clothing. The scope could be expanded in the future to the broader Northfield community, as well as broadened to include other items like shoes, accessories, and other items as desired. The goal is to host this event once a term, preferably on the same weekend each term. The proposed time has been 8th Sunday, but this may need

to be altered given other competing campus events that take place that weekend in the spring. The current budget is \$200 for each event, for a total of \$600 a year. The hope is that once initial materials have been purchased and more durable signs have been made that the event costs will diminish greatly, with only room/vehicle reservation and printing costs remaining.

D. Quality Criteria

To measure the quality of this event, we will focus on the amount of clothing sold or picked up (if the item was free). Based on the past two events, 20-25% of clothing sold is a *good* outcome. Anything beyond this would be considered the optimal result. Moreover, trying to strike a balance between the items sold and the items leftover would be useful. Both events have had a significant amount of clothing left over, so future events may want to consider thinking about how to balance this out. Another way to measure the quality of this event is through a feedback form. Since this event is very much based on the “customer’s” experience, getting feedback from students and volunteers will be a great way to gauge success. This can be accomplished by sending a survey out to people or by having a space at the event for people to write down any suggestions or comments.

For example, we adapted the fall 2018 event given the feedback from the previous spring’s event concerning the number of volunteers, clothing drop off/check out organization systems, and venue considerations. In all, the fall 2018 event received terrific feedback, running “better” than the preceding event.

E. Process and Schedule

a. Logistics

- i.* [Event Planning Timeline](#) (a rough overview of the fall 2018 event)
- ii.* Room Reservation
 1. Once you have decided on a date and location, this is the first thing you should do! The Great Hall’s availability is limited so it is important to do this as soon as possible.
 2. Reserve the Great Hall (or other location) from about 9am-8pm. Additionally, reserve upper Sayles rooms (250-253) to provide dressing room space if the room dividers do not work downstairs or the event gets too crowded.
- iii.* [Facilities Set-Up Request](#)
 1. Use form set-up request. Fill in dates, make adjustments to requests and drawing as needed. Email to Patti Sabrowski, Lynn Nichols, and scheduling (psabrows@, lnichols@, and scheduling@).
 2. See attached form at the end as an example of the set-up used in the Great Hall.
- iv.* [PEPS](#)

1. If event takes place in the Great Hall or another room with an active PA system, submit a PEPS request at least **10 days prior to the event** requesting access to the aux cord in the PA. If the room is not equipped with an adequate set-up, request a speaker system from PEPS.
 2. Request a DSLR camera (should come with batteries, 16G SD card). Take pictures throughout event, and upload them before returning the camera.
- v. Coordinate with the GSC QT Boutique and CCCE Clothing Connection about taking leftover clothing from the event and donating them.
- vi. [Vehicle reservation](#)
1. Fall 2018 event did not end up using vehicles. That said, if you reserve a vehicle and do not use it, the office will be charged \$50+. To avoid this unnecessary charge if you reserve and end up not needing the vehicles, either cancel the reservation or drive them around the block so they move a bit.
 2. 2 vehicles would be useful for transporting leftover clothes after the event back to the STAffice or garage storage pending on donation plans or what QT Boutique/Clothing Connection want to do. Talk to Alex about getting the key to the garage.
- vii. [Item Check-In Document](#)
1. This is the document used to track items during the event. Use it as a guide in creating your own check-in/out system.
 2. More detailed instructions on how it was used can be found [here](#).
- viii. Volunteer Recruitment
1. Probably the most time consuming part, so start early.
 2. Incentivize volunteers by offering them free clothing at the end of the event.
 3. [Press Releases](#) & general PR (blurbs of different lengths to be used in emails, scheduling, etc.)
 4. Draft/update form emails from Fall 2018 as needed.
 5. Send emails about the event to various groups on campus, including the CCCE Environmental Systems email group, CANOE, Farm, CCCE Clothing Connection, etc.
 6. [Volunteer Sign-Up Sheet](#)
 7. [Volunteer Jobs for the Event](#)
 8. [Volunteer Instructions](#) (for the more complicated positions)
- ix. Materials Needed at the Event
1. Laptops and chargers - ask volunteers working during check-in and the sale to bring them if they have them
 2. Mirrors (have 2 in STAffice, get vols to 2 more)
 3. Hangers

- a. We did not need any additional hangers in the fall, but if you want them you need to put in a work order to get them from lighten storage in west gym. Alex can help you with this.
4. Tape
5. Pens
6. Scissors
7. Highlighters
8. STAffice tabling stuff
9. Tag guns
10. Packing tape
11. Cardboard boxes
12. Trash bags
13. Snacks for volunteers!
 - a. Some fruit, pretzels, and cookies worked well
 - b. Grab some compostable cups and napkins from the STAffice as well
14. Make signage for the event
 - a. Check-in
 - b. Check-out
 - c. Venmo only sign to put up at check-out
 - d. Sign reminding people to hang up their clothes at the end of check-in
 - e. Extra Free and For Sale Frenzy posters to put on the doors and in the hallway
 - f. Use other door or entrance on other side
 - g. The Sustainability Office is not responsible for lost or stolen items. Thank you for your understanding!
 - h. Example tag filled out and taped to tag filling-out station
 - i. Instructions on how to fill out tag, and to highlight the tag if picking item up later
 - j. Women's dressing room
 - k. Men's dressing room
 - l. Gender neutral dressing room
 - m. Little squares that can be taped to tables saying:
 - i. Dresses
 - ii. Sweaters
 - iii. Pants
 - iv. Tops
 - v. Athletic wear
 - vi. Other or miscellaneous
 - vii. Lots of xs, s, m, l, xl signs (small squares to tape to tables along with the item type ones)

- n. Instruction sheets for volunteers at the check-in/out station
- x. [Event Statistics and Notes](#)
 - 1. A review of the event from fall 2018, which may be useful for making adjustments going forward.
- b. *Publicity/Outreach*
 - i. [Campus Scheduling](#)
 - 1. Submit event to campus scheduling with short description.
 - ii. Make a Poster
 - 1. Spread as widely as possible! Include as an email attachment when sending blurbs out about the event.
 - iii. [Digital Signage](#)
 - 1. Send poster to digital signage two weeks before event. Update one week out (only lasts on digi signage for one week max).
 - iv. Make a facebook event a few weeks before the event. Invite your friends and share it to the Free and For Sale fb page, as well as the class pages. Post to the Sustainability Office page as well. Use the event to post updates and reminders as the event gets closer.
 - 1. For the FNFS FB page, contact the current administrator for them to share the post. It will get more traffic if shared by admin.
 - v. [Print Services](#)
 - 1. Print 10 posters to put up around campus. Use excess from last event. Bring two to the actual event.
 - 2. Print ([from form](#)) clothing tags as needed. Edit the tags used at the Fall 2018 event to read “Venmo name” instead of “name.”
 - vi. See logistics section for blurbs that can be used to publicize the event via fb and email.
 - vii. Don’t forget about other social media!
 - 1. Use Snapchat, Instagram, and Twitter as desired prior to and during the event to let people know what is going on!
 - viii. If there are STAffice tabling hours, have the STAs introduce people to this event and answer any questions they may have. Make sure to have given them access to the volunteer sign-up sheet in case people want to volunteer at the event!

c. *Future Considerations After Fall 2018 Event*

In the future, the event coordinators should consider working with the Center for Civic and Community Engagement program called the Carleton Clothing Connection. They could be a valuable partner and assist in clothing distribution of the donated items. Moreover, in order to clarify the connection between clothing consumption, resource use, and waste reduction, a visual display could be created to have at the event near the check-in/out tables. Hopefully this would assist in the event’s goal around waste reduction. Feedback from volunteers and event goers suggests that a two-day event could be popular because it would allow for more people to attend the event and make the check-in process easier since there would be more time to process all of the clothing.

Additionally, when publicizing the event, work on targeting men and making it clear that the event is venmo only.

F. Budget/Cost Model

Total: \$200 (we did not use the entire \$200 budget this term since we already had a lot of the materials)

- Facilities set-up - \$30 (leave room for higher charge in the future)
- Volunteer snacks -\$20
- Paper tags - \$6
- Posters - \$8
- Signage for the event - we used paper from the office or recycled folders
- Tag guns - \$30/gun (purchased 2 more, so we should now have 3 in total)
- Plastic tags - already had
- Mirrors - donated or the STAffice already had
- Pens - already had
- Highlighters - already had
- Scissors - already had
- Packing tape - already had
- Cardboard boxes - Alex helped us find ones in facilities that we could use
- Trash bags - already had

G. Risk Management Plan

a. Broken Tag Gun

To minimize the effect of a broken tag gun, multiple tag guns should be purchased. This will also increase efficiency during item drop-off/check-in. Another option is to have extra stickers that could be used to identify the item and its price.

b. Lost or Stolen Items

A disclaimer will be included on signage and as a poster at the event to ensure that the Sustainability Office does not have any liability for lost or stolen items.

c. Unpaid Items

To ensure that people do not leave without paying for an item, all people will be required to check-out at the end of his or shopping, regardless if the item is free or not. If the item is not free, volunteers at the check-out table will be asked to confirm that the payment went through via venmo.

d. Leftover Items

To minimize the amount of leftover items, sellers will be able to come back at the end of the event and pick up any items that did not sell that they want back. Volunteers will also have the option to select any items that were not sold or marked for pick-up. Lastly, the Sustainability Office Assistants in charge will coordinate with an outside partner (GSC's QT Boutique, Carleton Clothing Connection, etc) to pick up any leftover items and find an appropriate donation site.

e. Bottleneck at entry - too much traffic

If the check-in process becomes congested with an excess of people at one point in the process, people managing the tagging guns should hand a pile of tags to the sellers to fill out while the taggers catch up. Develop other strategies as needed.

FACILITIES SET-UP REQUEST FORM

Please read the reverse side of this form prior to completing it. Forms should be submitted at least 10 days prior to the event.

For all events send copies to:

- _____ Custodial Services (1-FACILT)
- _____ Central Campus Scheduler (F-CSERV)

If applicable send copies to:

- _____ Carleton Dining Services (Catering Services, F-BONAPP)
- _____ Electrical (Maintenance, 1-FACILT)
- _____ Grounds (Jay Stadler, 1-FACILT)
- _____ Security (F-SECURT)

You can scan your completed Set-Up Request Form and send via e-mail to: lnichols@carleton.edu, scheduling@carleton.edu, and psabrows@carleton.edu.

Today's Date _____
 Contact Person _____ Phone _____ Dept. Sustainability Office Charge # 1000008775 5907
 Event Free and For Sale Frozy Day & Date _____ Event Start Time _____
 Location Great Hall Est. # of Guests 100 Event End Time _____

(OFFICE USE ONLY) **Set-Up Time** _____ **Take Down Time** _____

Set-Up Requirements

Tables: Banquet (10 People) 5 Round (8 People) 9
 Chairs: Folding 10 Other _____
 Lectern - Type: Floor _____ Table Top _____
 Staging - Dimensions required: _____
 NOTE: Only 4 sections are available 4' x 8' each
 Steps for staging 1 _____ (1 side) or 2 _____ (2 sides)
 Choral Risers - Must have approval from Music at x4475 to use
 Stage Extensions (Chapel Only)
3 Coat Racks
6 Room Dividers - can use for poster display (Great Hall Only)
 Easels _____
 Central Air On or Deliver Fans/Open Windows _____
 # of Waste Containers: Trash _____ Recycle _____ Compost _____
 Grounds: _____

PEPS: For presentation equipment and/or PEPS assistance, please submit a PEPS request at <http://apps.carleton.edu/campus/peps/>

Disability Accommodations: You are responsible for making any necessary arrangements. Consult the *Carleton College Resource Guide for Providing Disability Accommodations*.

Facilities Set-Up Charges \$30.00 per hour, charged in 15-minute increments. (Minimum \$30.00 charge for any set up.)
 Billing Date _____ Total Due _____

Set-Up Sketch
 (See reverse side for information.)

Special Notes:

Other Requirements: Please leave the cabinet open, so that we may use the A/V set-up for music at the event. (Update 8/18)