

## HALLOWEEN COSTUME SWAP (COMMUNITY)

Let's face it. Halloween can be an expensive holiday. By the time you purchase your costumes, candy, and decorations, you can spend hundreds of dollars. That's why a Halloween Costume Swap is such a great idea. Ask people in your local community to bring their gently used costumes to exchange for new ones. To make sure it's fair, consider giving people one ticket for each item they bring to the swap. If they bring five items, they get five tickets and can take five new things. Make sure you have plenty of tables and racks on-site to display items. Also, give yourself ample time to get the word out. In September, mail invitations to your sphere, post on social media, and email/text everyone you know. This event is likely to generate a lot of interest. Especially among families with young children. Participants will appreciate the opportunity to save money this Halloween and you'll benefit by connecting with others in your community and meeting new people. Finally, make sure you recruit volunteers to help. You'll need people to set up, tear down, check out shoppers, and answer questions.

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### WHO TO INVITE

If you decide to host a larger event, extend your invitation to everyone you know and encourage people to tell their friends. A big turnout is a good thing when it comes to a costume swap. There will be more costumes to choose from and you'll meet new people. Make sure you focus on getting the word out to families with young children. They're a great target for this event. Be sure to drop off flyers at area preschools, rec centers, and anywhere else families visit on a regular basis.

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### TIMING

Did you know that there is a National Costume Swap Day? In fact, it's the second Saturday in October. Consider scheduling your event on this day or any time in early to mid-October.

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### VENUE

Depending on how big you want your costume swap to be, find a space that offers adequate space. If your event is larger, contact a local community center, elementary school, or church about reserving an area.

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### AGENDA

Planning is key to any successful event. Here's a proposed schedule for the day of your Halloween Costume Swap.

1. Costume Check In/Ticket Distribution
2. Move Costumes to Inventory
3. Shopping/Food and Beverage
4. Check Out/Redeem Tickets
5. Clean-Up
6. Donation Drop-Off (any left-over costumes)

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### WHAT YOU NEED

#### Supplies

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|--|--|
| <input type="checkbox"/> Tables (for food and beverage)        | <input type="checkbox"/> Hangers   |
| <input type="checkbox"/> Tables (for costumes)                 | <input type="checkbox"/> Plastic bags (for shoppers)                         |
| <input type="checkbox"/> Table linens                          | <input type="checkbox"/> Costume log (participant names and donations)       |
| <input type="checkbox"/> Clothing racks                        | <input type="checkbox"/> Redemption Tickets                                  |
| <input type="checkbox"/> Bins or Baskets (for any loose items) | <input type="checkbox"/> Ticket Jar  |
| <input type="checkbox"/> Rack signage (label sizes)            | <input type="checkbox"/> Decorations (balloons, spider webs, cut outs, etc.) |
|  | <input type="checkbox"/> Napkins   |
|  | <input type="checkbox"/> Treat Bags  |
|  | <input type="checkbox"/> Insulated cups                                      |

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

# Awkward Agent®

- ☐ Coffee sleeves
- ☐ Coffee lids
- ☐ Coffee stirrers
- ☐ Hot drink dispensers (for coffee, hot water)
- ☐ Beverage cooler (to keep drinks chilled)
- ☐ Bags of ice
- ☐ Handwipes
- ☐ Scissors
- ☐ Tape/String (for hanging decorations)
- ☐ Trash can
- ☐ Trash bags
- ☐ Volunteer thank you gifts
- ☐ Sound system/speaker
- ☐ iPhone or camera to take pictures

## Food & Drink

Keep your shoppers from getting “hangry” by offering some festive snacks and beverages. Check out Pinterest for inspiration or cook up some of these ideas.

- ☐ Halloween cheese and crackers (crackers with Halloween shaped cheese cut outs on top)
- ☐ Pumpkin cheese ball (cheese ball shaped to look like a pumpkin)
- ☐ Spooky spinach dip in a bread bowl cauldron
- ☐ Clemetine pumpkins (cuties with celery inserted for stem)
- ☐ Pumpkin chocolate chip cookies
- ☐ Spooky fingers (pretzel sticks dipped in white chocolate with a pumpkin seed fingernail)
- ☐ Candy corn cupcakes
- ☐ Coffee (with individual creamers and sugar packets)
- ☐ Hot chocolate packets
- ☐ Cider packets
- ☐ Bottled water
- ☐ Can soda

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## GOOD VIBES ONLY

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### Icebreaker

Here’s an icebreaker to keep you engaged with people after the event. Ask your shoppers to take a picture of themselves in their new costume and post it on social media tagging you. Randomly select winners to receive Halloween themed experiences (like a night stay in a haunted hotel).

### Music

Get in the spirit of the season by putting together a playlist of classic Halloween hits for your shoppers. Include songs like “Ghostbusters” by Ray Parker Jr., or “Bad Moon Rising” by Creedence Clearwater Revival. There are also a number of amazing playlists you can download on Spotify.

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## HELPFUL TIPS

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### Get the Word Out

We recommend advertising your event with the following:

- ☐ Personal phone calls
- ☐ Invitation
- ☐ Community flyers
- ☐ Community bulletin board posters
- ☐ Email and text messages
- ☐ Social media posts

### Collateral

Further promote your personal brand with the following:

- ☐ Water bottle labels
- ☐ Coffee sleeve stickers
- ☐ Snack labels
- ☐ Labels for shopping bags
- ☐ Thank you cards (place in check-out bags)

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