



The Shelter Shop Challenge

Everything you need to know to take part
in our most popular group challenge

Shelter

Thank you

We're thrilled that you've decided to take on a fundraising challenge for Shelter.

Your support comes at a crucial time: every 11 minutes, another family in Britain becomes homeless, and our nation is facing a full-blown housing emergency.

We hope this booklet contains everything you need to enjoy a fantastic and worthwhile day out of the workplace with your colleagues. If you need more information, please email corporate@shelter.org.uk.

Whatever money you raise doing your challenge will make a difference to the lives of people struggling with bad housing and homelessness.

From them, and from everyone at Shelter,

Thank you

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About us

Every year, Shelter supports millions of people struggling with homelessness and bad housing.

We run a free national advice helpline, open all year round, to help people with a whole range of housing issues – from finding a place to sleep to handling mortgage arrears.

We provide practical housing advice online. We run face-to-face advice centres up and down the country.

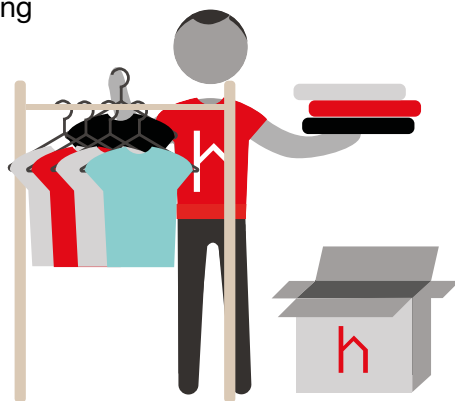
Our team of solicitors offer expert legal advice and attend court to represent ordinary people who have lost or are at risk of losing their home.

We campaign to tackle the root causes of the housing crisis so that one day, no one will need to turn to us for help.

Our shops

We have a network of nearly [100 charity shops](#) across the country, with over 250 staff and 850 volunteers.

Shelter shops are a vital source of independent income which is channelled directly into supporting our core functions, allowing us to help more people facing bad housing and homelessness.





About the Shelter Shop Challenge

Do you think you and your colleagues can take on the competitive charity retail marketplace and win?

On the same day, teams of 4–6 people will compete in different Shelter shops. Use your skills, knowledge and charisma to maximise the sales of your chosen shop by raising awareness and attracting new customers, engaging with local businesses and collecting high quality stock. The team that manages to create the biggest difference in sales compared to the same day the week before, wins.

Planning ahead



Assemble your team

Think of a team name, assign roles and decide who is going to be team leader.

Brainstorm

This challenge is about far more than on-the-day selling. How are you going to promote your event, online and off? What can you do to raise extra funds? (We've got some thought-starters for you on the next page).

Get in touch with your shop

It's important to keep your shop involved with what you're planning, so get in touch at least two weeks before the event. Their knowledge and insider info could be the key to your success, and you'll be working together as a team on the day.

Spread the word

Use all your contacts and promotional ingenuity to raise awareness of your event beforehand. Remember to tag @ShelterShops on Instagram and use the hashtag #ShelterShopsChallenge. Most shops have their own social media accounts too – ask if you can do a takeover on the day.

Get your Shelter stuff

Shelter t-shirts will be delivered to your shop in time for your event. Speak to your Shelter contact or email corporate@shelter.org.uk if you'd like any other branded materials, such as buckets and contactless payment machines.

A few thought-starters



The sweet taste of victory

Unfortunately, licensing laws mean you can't sell alcohol, but a table of cakes, cookies and treats is an excellent way to raise extra funds. Remember to make a list of ingredients available to help people with allergies.



Collect donations

Ask family, friends and colleagues to donate quality pre-loved clothes and homeware to you, so you have more items to sell on the day. You'll need to steam any clothes before they're ready to be sold, but your shop manager will be able to show you how to do it.



Roll up

Run a tombola stand at the front of the shop to attract passers-by. If you run a raffle, local businesses might be willing to donate prizes.



Work it

You could model clothes from the shop or (with the shop manager's permission) change the window display.



Famous friends

Whether it's a celebrity appearance at the shop or just getting someone with a lot of followers to retweet details of your event, a little star power can go a long way.

On the day

Arrive on time at 10am

You'll need to have a quick health and safety briefing and be taught the basics of how the shop works, for example, how to use the tills. After that the fun will start, and as it's your preparation and skills that will get the competition going, please don't be late.

Get out there

You don't have to stay in the shop – go out in the community to sell your wares, interact with local businesses and attract potential buyers.

Be nice

People who visit our shops don't want or expect the hard-sell. Please don't let your competitiveness get in the way of good customer service, both in the shop and on the phone.

Share your progress

Take loads of pictures, tweet, tag your location and share online with the hashtag #ShelterShopChallenge. Remember to ask for permission, if you're taking photos of customers!

Have fun

It might feel like you're on an episode of the Apprentice, but don't worry, no one's going to be leaving in the black cab of shame at the end of the day, so relax and enjoy yourself.



Good luck

We will get back to you within two working days of the event to let you know your total sales, and which team was victorious!



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