



HOW-TO GUIDE

# Host Your Own 'Glam for Good' party with Dress for Dignity

REGISTER NOW





# About Glam For Good Parties

**Glam for Good Parties are all about having fun with your besties, while making a difference for women in need.**

Dress for Dignity is an initiative of the charity Share the Dignity. The charity is calling on Women across Australia to help make a difference, simply by selling items sitting in the closet that they will never wear again.

Get your friends together, tell them to bring an unwanted dress or two, take some fun photos of your items together, and list them on Dress for Dignity. You can even choose to keep up to 80% of your sale, making money from your listings to go towards your next purchase.

It's so easy. We have all the tools to help you make your Glam for Good get together fun, and the bonus is that you help to get to help other women whilst doing so.



## ➤ Part 1: Planning the details of your event

### 🏠 Venue

The beauty of the Glam for Good parties is it can be hosted in your own home! No matter the size of the space, the difference you'll make for Share the Dignity will be huge.

### 📅 Date

Pick a date straight away and pop it in your besties calendars. Why not even extend your invites, and ask everyone to bring along a guest. You will expand your network AND the impact you'll make.

### ✨ Theme

Who doesn't love a good opportunity to glam up? Well, this is your night. Glam up and have some fun! Why not set the mood in your home to match, candles, music, food platters.

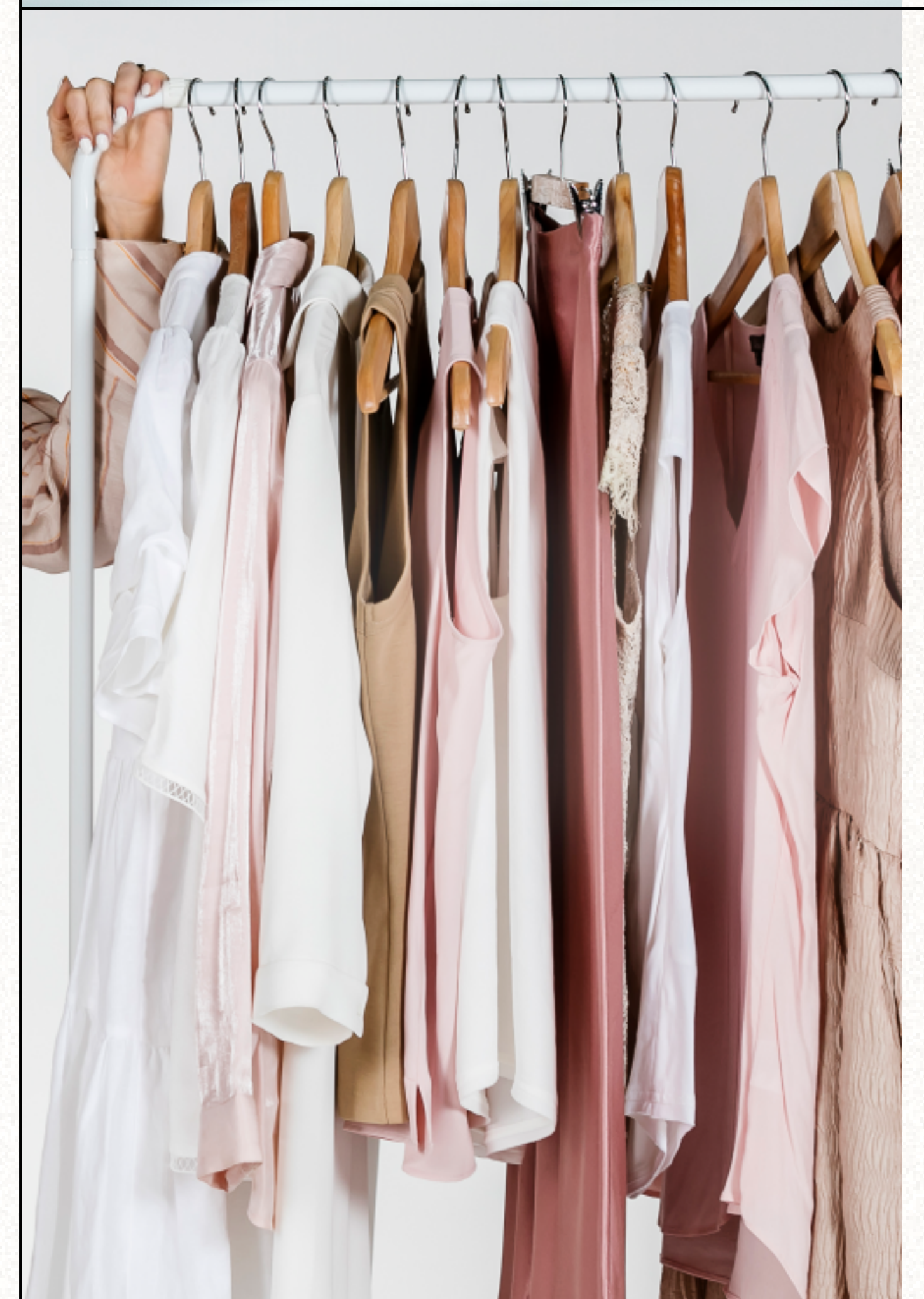
### 👗 Clothes Rack

Create a space on the evening for your guests to pop their clothes onto. Clothing rack, a pop-up table, a dining table, a coffee table, buffet, a blanket on the floor – it doesn't have to be perfect!

### 📷 Dress for Dignity Profile Set-up

Ask everyone to create their Dress for Dignity account prior to the party so that you're all ready to go with helping each other take pictures to upload.

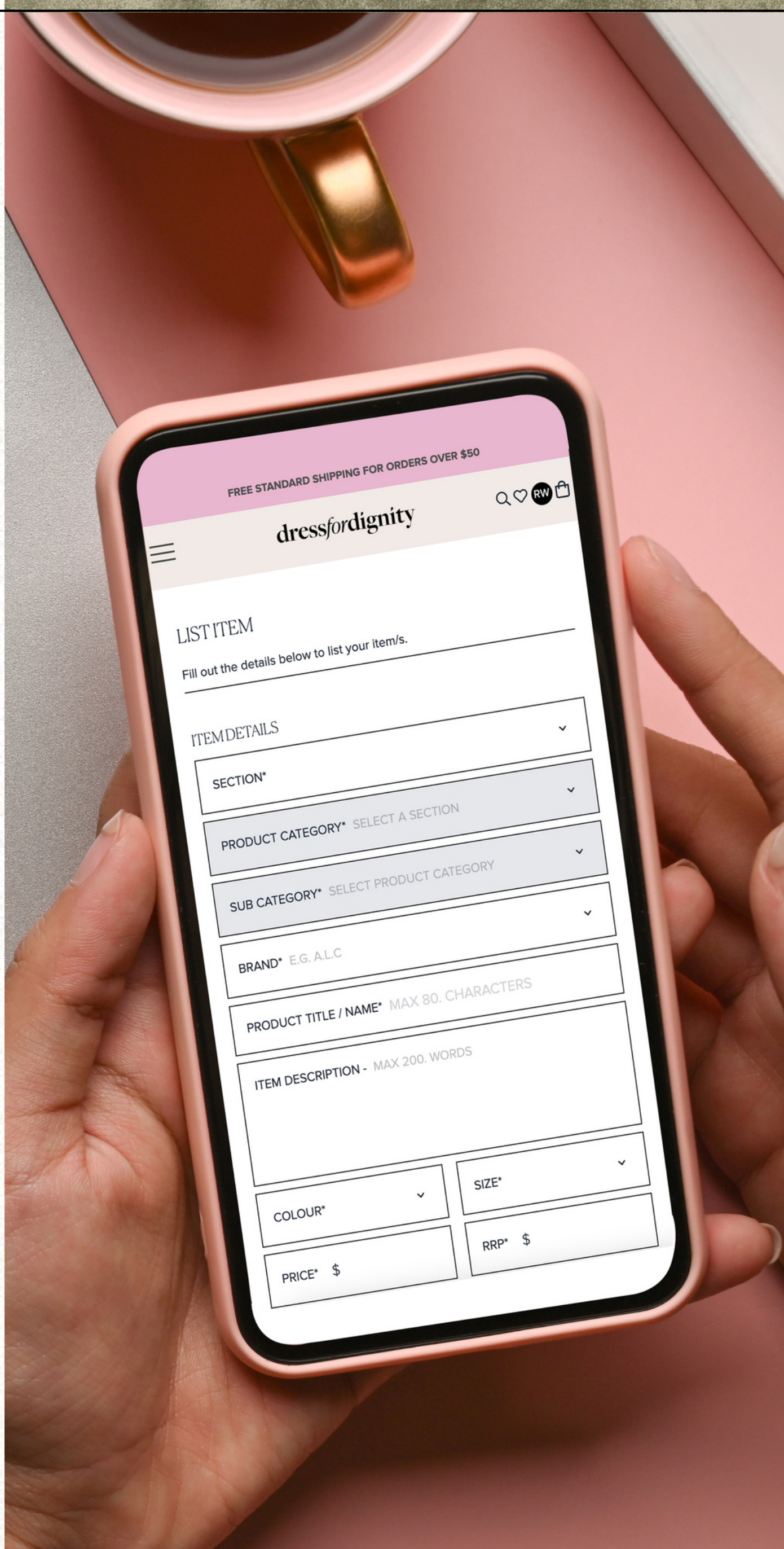
Remember, the purpose of this party is to have fun with your besties while also making a difference for women in need. Use our free downloadable invites for this step as they have all the information that your guests need.







Get your item to stand out by taking fabulous photos!



## Part 2: Creating a Dress for Dignity account

Create your Dress for Dignity account here:  
[dressfordignity.org.au/register](https://dressfordignity.org.au/register)

If any of your guests have already sold or bought on Dress for Dignity than they won't need to do this step, and will simply need to log into their existing Dress For Dignity account to list their items.

## Part 3: Taking the best pictures

### Modelling the Garment

Although not mandatory, if possible please have someone wear the item or hold the item on a hanger. We find that items with photos of people wearing or holding the item sell faster than those without.

If there are any faults or wear in the item, include a photo of this.

### Photograph Multiple Angles

Try to take pictures of the front, back and side.

### Lighting & Background

Take these photos in good, bright lighting. You can even go outside, using a ring light, or extra phone lights. Ideally, use a plain background (e.g. plain wall).

## Part 4: Listing your items

Now you've set up your Dress for Dignity account and taken your pictures, you're ready to list them on [dressfordignity.org.au/sell](https://dressfordignity.org.au/sell). Don't worry if you don't know all the information, you can still list your item.

Add in all the details of the item that you know, including the:

- Brand
- Size
- Colour
- RRP
- Sale Price
- Condition
- Any other description
- Delivery Options
- Pick Donation Amount (You can choose to keep up 80% of the sale)

Get the most impact from your item description by including the:

- Style of the item (e.g. neckline style, sleeve length, zippers etc.)
- Sizing (is it stretchy, true to size or runs small).
- Measurements are also helpful if you have them, but they are not necessary to list your items.

Add your fabulous photos & click LIST ITEM.

Your item is now live and ready for someone else to love!  
 To get your item to reach far and wide we recommend sharing on your social media, and tagging us at @dressfordignityau and posting in the relevant Buy Swap Sell pages.