

Mend in Public Day

This short guide will provide you with everything you need to host your own in-person Mend in Public Day event(s), promote it online and offline, and get your community involved.



What and when is Mend in Public Day? Inspired by [Earth Hour](#) and [street stitching](#), Mend in Public Day is a day of collective resistance against the broken and disposable fashion system. Taking place on Saturday April 20th, Mend in Public Day invites Fashion Revolutionaries new and old to take to local streets (or community buildings) to stitch, embroider, knit, crochet and mend. Amidst busy Saturday shoppers, we will repair our torn pockets and holey socks and spark conversations on making Loved Clothes Last.



Is this a funded opportunity? We have been unable to secure external funding to help teams host their own Mend in Public Day events, but have provided tons of resources below to help you find local sponsors and partners.



How do I host my own event? Start by finding your venue. An ideal location is in a busy consumer hub, like a shopping mall, on the pavement outside a friendly shop or a plaza in a shopping district. The more passersby you can engage, the better! For something less public, consider partnering with local artisans and opting for venues like community centres, cultural halls, libraries, parks or traditional marketplaces. If holding the event on private property (e.g. a shopping mall), contact the venue in advance to gain permission. If they are hesitant to allow the event, it may help to let them know about any media interest you may have had. Some venues may require that you have event insurance. Try to pool your resources; if there are multiple events happening in your country, you can likely find insurance that covers everyone.

It's important to consider if there is a power source (in case people bring sewing machines) and the accessibility of your location. It should be wheelchair accessible and have public toilets nearby. It's also good to have a backup idea in case you need to shelter due to bad weather. If you cannot arrange a large gathering, you could participate by bringing your mending to a coffee shop or library, gathering with just a few friends. If you are not able to attend a Mend in Public Day event in person, you could mend along at home and share your project on Instagram with #MendInPublicDay. You could even arrange a virtual mending party!

Once you've decided on a location for your Mend In Public Day event, think about what resources you will provide. We recommend having:



- A few skilled menders/seamstresses on hand to assist beginners
- Fabric scraps
- Sewing kits
- Chairs or picnic blankets
- Patterns - Fashion Revolution India designed [these beautiful embroidery patterns](#) for participants to follow. We have also shared lots of guides and tutorials on [our website](#) for inspiration purposes!



- [Posters](#) to locally display and promote the event ahead of time
- Posters to display at the event - we have designed some A3 slogan posters [here](#), an A4 donate poster [here](#), and an A4 'share your creations' poster [here](#)
- Something to put a poster on at the event (e.g. poster stand, sandwich board)
- Conversation prompts to engage passersby. We have created an [A5 printable](#) to hand out to the people helping you run the event on the day which includes the following prompts:



How do I secure local sponsors and partners? We have created [this sponsorship deck template](#) and [this guidance](#) (see pg. 4) to help you secure local sponsors and partners. We have also found social media posts useful for connecting with menders interested in partnering on an event, and have created a story template [here](#).

How do I promote my Mend in Public Day event(s) online?



1. **Upload your event:** upload your event to our event calendar [here](#). Your event will be displayed on the [central Mend in Public Day web page](#) to help Fashion Revolutionaries locate a workshop near them to attend. Please include the name of the workshop, your country team name, the date, time and location, the RSVP link, the name of any sponsors and partners and accessibility information (is there ramp access, are there nearby public toilets etc.). You can find an event banner template [here](#). To help you keep track of event attendee numbers and ensure your event is not oversubscribed, we recommend creating an event page where attendees can RSVP, such as Eventbrite - we have created an Eventbrite banner template [here](#).



2. **Promote your event on socials:** We have created an [Instagram post template](#) and [Instagram story template](#) for you to use. You may also wish to share [this promotional reel](#), you can find the caption [here](#). You could also ask any event partners and allies to share a post with their local network.



3. **Share personalised content:** If you're looking for more creative ways to promote your event you could...
 - a. Share mending inspiration ahead of the event, using this [story template](#)
 - b. Share beginner friendly mending tutorials
 - c. Announce any event partners, using this [story template](#)
 - d. Share a clothing love story
 - e. Share content on the theme of Loved Clothes Last
 - f. Use interactive Instagram story features, such as polls and Q&As, to engage your followers and answer any questions they have about the events



4. **Invite your newsletter subscribers to come along:** as your most loyal supporters, your newsletter subscribers are a brilliant group of people to personally invite to your Mend in Public Day event(s). We suggest adapting the following copy:

On Saturday 20th April, join us for our first Mend In Public Day. Amidst busy Saturday shoppers, we will repair our torn pockets and holey socks and spark conversations on making Loved Clothes Last. Mend in Public Day stands as a beacon of change in a world inundated with fashion waste. By participating, you'll be part of a global collective action resisting the cycle of excess through repair and reuse. **[Include specific details about your event such as date, time and location, and the link to register]** All skill levels and Fashion Revolutionaries welcome!

How do I promote my Mend in Public Day event(s) offline?



1. **Print and display posters:** we have created some [posters](#) for you to customise and promote your workshops. You could ask local tailors, small businesses, mending clubs, design schools etc to display them and help you spread the word. Please note

that this promotional poster is separate to these [slogan posters](#), which are intended to be displayed at the event itself.

How do I engage the media?



1. **Adapt our [press release template](#):** please note that, to limit the number of press releases you write and avoid confusing journalists with multiple asks, we recommend sending just one press release which outlines all of your local events and activations. Our second press release template has a customisable Mend in Public Day section for you to adapt.



2. **Refer to our [press guidance](#):** we have put together [some guidance](#) to help you build your own press database and manage media outreach.

How do I engage influencers?



1. **Build an influencer database:** We recommend inviting influencers who share the same values as Fashion Revolution to attend your Mend in Public Day event(s). Influencers may also wish to promote the event to their followers ahead of time or share content taken at the event.



2. **Adapt our [invitation template](#):** Use this template to invite influencers to attend your Mend in Public Day event(s). The template has customisable sections to personalise your invitation; make sure you tailor the email to the recipient. We suggest restricting your email to one campaign ask so as not to overwhelm the recipient.

What do I need to do on the day?



- Take lots of content to share on social media, such as images of attendees' creations, pictures of attendees holding Mend in Public Day posters, videos of attendees shouting "Mend in Public Day" or interviews with passersby on the importance of making Loved Clothes Last. Please make sure to upload your images in [this folder](#) for use on global channels and remember to ask participants to consent to images being taken. Don't forget to ask participants to share a picture of their work, using #MendInPublicDay and tagging @fash_rev. We have created a poster [here](#) to help prompt participants to share their creations online.



- Encourage attendees to fill out the [official FRW24 Survey](#). This is not only handy for reporting purposes but will provide you with valuable event feedback without needing to create your own survey! Everyone who fills out the survey can opt into our free international prize draw as an incentive. Not everyone who attends your event will fill out this survey so make sure to do a manual count of the attendees. It would also be beneficial to collect other impact stats, like how many items were mended. We have created a poster encouraging MIPD participants to fill out the survey [here](#).



- Ask for cash donations! Although it is free to take part, it's a good opportunity for country teams to collect local donations in support of your work. If you have a way to digitally collect donations (e.g. a country team PayPal account), amend [this donation poster](#) by updating the QR code to direct there. Another fundraising idea is to print out a selection of these [slogan posters](#) in A4 and sell them to participants as an event memento.

- Use our [printable volunteer sign up list](#) to collect the details of participants interested in volunteering with your team.



Are there opportunities to share my event on global channels?

Yes! We will promote all Mend in Public Day events in the run up to the day, across our social media channels, website and newsletter. As Mend in Public Day is taking place across the globe, we would like to check in with as many country teams as possible throughout the day on the @fash_rev Instagram. There are multiple opportunities to do this including:

- Tagging us in any stories or #MendInPublicDay posts so we can easily reshare them
- Organising a quick 15-minute Instagram live on the day to show our global audience what is happening at your event. Interested? Get in touch!
- Using our 'Add yours' Instagram story feature for you and your event attendees to share their repairs and creations from the day - look out for this on the day