What is a Fashion Dash?

Join us the weekend of September 29, 2023 to complete your own Fashion Dash and raise money to support The Wardrobe Box, a no cost personally styling service available to people experiencing clothing insecurity throughout our region.

As in fashion, there are no rules to how you can dash! You or you team can walk, run, bike, join an exercise class, or even shop to complete your personal Fashion Dash. And you get to pick out an outfit to dash in!

Sign up now at FashionDash.org, set your fundraising goal, and start FUNDracing!

Dash for Your Community

People living in the Philadelphia suburbs often have an even harder time accessing the help they need to transition to work and provide for their families. For them, the Wardrobe Box makes accessing the clothing they need to help them achieve their goals easier. That’s why every $50 you raise towards your Fashion Dash will send a Wardrobe Box to someone experiencing clothing insecurity in our region.

The suggested $500 goal will directly outfit 10 clients - but why stop there? With our Wardrobe Box program, we are sending personally styled outfits to anyone in need WEARever they are! If you raise $1,500, we can send 30 Wardrobe boxes to clients.

Help us meet our goal of raising $40,000 will support The Wardrobe & Wings for Success to send 800 additional Wardrobe Boxes this year in Delaware, Chester, and Bucks Counties in PA along with Northern Delaware and Southern New Jersey!

Dash to Earn Cool Swag!

Show your Fashion Dash spirit by raising more money, and earning cool swag! With your $50 donation, you earn a tote bag, $100 gets you a water bottle, and $250 Fashion Dash Champion Medal! But why stop there? See all the cool benefits!
Participating is Easy!

**Step 1:**
Create your Fashion Dash Peer FUNDracing Page by clicking here and select "I want to fundraise!" You can also use FashionDash.org!

**Step 2:**
Start your FUNDracing with a donation to your Dash of $50 or more so you are already having an impact - and you have earned your tote bag!

Are you interested in recruiting other FUNDracers so you can all raise money together? You can set up a FUNDracing TEAM and all fundraise and do your Fashion Dash together!

**Step 3:**
Set your FUNDracer Goal & Win Prizes: We encourage everyone to raise $500, but will you take a Victory Lap by raising $1,000 or more?

**Step 4:**
Plan your Fashion Dash Activity: Walk, Run, Bike, Exercise, Shop... even collect clothing from your friends the weekend of September 29, 2023 as your Fashion Dash activity!

**Step 5:**
Share your FUNDracer Page on social media, email or text to raise money and meet your goals. Check your email for weekly Fashion Dash Tips on FUNDracing, fashion, and our impact. #FashionDash #WearYouAre

**Step 6:**
Share your Fashion Dash by taking pictures with your Dash gear on social media using #FashionDash & #WearYouAre and tagging @thewardrobeorg!
Promotional Language

Below is “sample copy” that you can cut and paste for all of your FUNDracing promotion. Follow #FashionDash on social media to repost content!

Instagram: @thewardrobeorg & @wingsforsuccess
Facebook: @wardrobeorg & @wingsforsuccess

Designer Pop Up Parties!

Need a new outfit for the Fashion Dash! Join us at all Wardrobe and Wings locations on Saturday, September 23rd for our Designer Pop Up Party. Special designer merchandise will be available for sale. FUNDracers will get an email with times and details... so check your in boxes!

About The Wardrobe & Wings for Success

The Fashion Dash is a joint fundraising event of The Wardrobe and Wings for Success. These two organizations share a mission to provide STAR treatment - styling, time advice and respect - to anyone who needs clothing to achieve their goals. Together The Wardrobe and Wings for Success provide services to people experiencing clothing insecurity throughout the Philadelphia region, and have outfitted more than 150,000 people in the past 28 years.

About the Fashion Dash

Clothing insecurity exists in EVERY community, and people living in the Philadelphia suburbs often have an even harder time accessing the help they need to transition to work and provide for their families. For them, the Wardrobe Box makes accessing the clothing they need to help them achieve their goals easier.

Last year, we sent 1,100 Wardrobe Boxes to participants bringing The Wardrobe’s high-quality clothing directly to them. 60% of our Wardrobe Box recipients are living in the Philadelphia suburbs, and this year we are joining with Wings for Success to make Boxes available to people in Chester County and Northern Delaware. Our goal is to raise $40,000 to send 800 Wardrobe Boxes this year throughout our region!

Sharing on Social Media, Email, Text

Use the "share" button on your individual FUNDracing page to share YOUR UNIQUE LINK to your friends, family, colleagues, neighborhood groups... anyone who you think would like to support your Fashion Dash, The Wardrobe & Wings for Success!
Fundracer Tips

1. Announce participation in the Fashion Dash as early as possible
Starting early gives you time to build your audience. Share why you’re participating in the Fashion Dash and what The Wardrobe or Wings to Success means to you. The more personal you are, the more your followers will be motivated to give.

2. Post consistently
People often need to see the same information multiple times before acting. Pick a day of the week to share updates every week such as a training selfie, your fundraising total, etc. Always include the link to your donation page and #FashionDash.

Be on the lookout for fun graphics to share with your followers in our weekly FUNDracer emails or our social media pages. And you can always share images and/or posts with your followers to highlight our mission and encourage donations.

3. Encourage small, incremental giving
Small gifts add up! Most people can afford an addition gift that they know will make a direct impact in their community. Encourage your followers to give $25, $50 or more. If 10 people donate $50, you’ll reach your goal of $500. Consider offering to match what your friends donate to your page. And if your company matches your giving... that counts too!

4. Reaching out to potential donors
The most successful fundraising will come from appealing directly to your community. This can be calling a friend, emailing a group of coworkers, or hosting a Zoom happy hour for college classmates. Aim to complete one of these activities once a week.

Reach out to a new network each week and follow up with anyone expressing interest to ensure that they donate. Asking for money can be awkward. Write yourself a list of talking points to keep yourself on track.

5. Thank your Donors
Send a thank you to each donor to your fundraiser. Even though the FUNDracing page sends an acknowledgement, you should email, text or call close friends directly. This shows your appreciation and they may be inspired to give again!