

# HOW TO PLAN A FASHION SHOW

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# STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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### THE TEAM

Get together a team of reliable and enthusiastic people who are willing to help organise the show. Meet at least once a week to update each other on what's happening and make sure everyone is happy.

#### SECRETARY

Assigns and delegates tasks, records progress reports, arranges meetings, and writes minutes.

#### SHOW PRODUCER

In charge of theme, length and content of show, and ensures everyone knows what they are doing.

#### BACKSTAGE MANAGER

Ensures that everything goes exactly to plan on the day.

#### STYLIST/S

Finds clothes, fits models and sorts out the running order.

#### CASTING MANAGER

Organises the models and makes sure that they know what they are doing and attend rehearsals.

#### FUNDRAISING/ENTERTAINMENT MANAGER

Organises raffle prizes, refreshments for sale, decoration of the venue and theme/music.

#### TREASURER

Takes care of recording expenses, money raised on the night and insurance issues (for the clothes).

#### PUBLICITY OFFICER

Sells tickets and advertises the show through posters, flyers, assemblies, emails, social media. Send press releases to local media.

Some of these roles can be amalgamated.

### THE CLOTHES

Ask for donations from student clubs and societies. Get your fashion and textiles department involved. Ask local stockists and high street stores – most are happy to lend clothes in exchange for advertising, eg a logo on your posters or flyers. Make your own ethical outfits.

#### *Please note:*

Fashion shows for Amnesty (and in general) should promote ethical clothing and fair trade.

### THE RESOURCES

Book the venue first. The venue will need a podium/catwalk, which can either be there or assembled as blocks.

Your show will need specific lighting, eg spotlights and non-flashing lights, sound system. Request equipment for the day.

### OTHER ESSENTIAL RESOURCES INCLUDE:

#### MODELS

Who will you have modelling? How many models will you need?

#### HAIR AND MAKE-UP

This can be done by students/models themselves to reduce costs

#### PROPS AND MUSIC

Are you going to choose a theme?

#### GUEST LIST

Who are you going to invite that you really want to promote this event to?

#### AMNESTY STAND OR EXHIBITION

How will this work? Where will you get literature?

#### FUNDRAISING AT THE EVENT

Hold a raffle, sell clothes, sell food, donations on entry.