Fashion shows are a popular way to raise funds and let people know how Amnesty International’s work can change lives. Here’s how to plan your event.
**STUDENT GUIDE TO FUNDRAISING WITH AMNESTY**

**HOW TO PLAN A FASHION SHOW**

Fashion shows are a popular way among student unions to raise funds and let people know how Amnesty International’s work can change lives. Here’s how to plan your event.

**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.