

HOW TO PLAN A FASHION SHOW

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AMNESTY
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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 progress.

Some of these roles can be amalgamated.

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, emails, social media. Sends press releases to local media.

TOP TIP: Set up an Instagram or TikTok account to showcase outfits and designers taking part and call for other designers to get involved. Create an event hashtag.

THE CLOTHES

Ask for donations from student clubs and societies. Get your fashion and textiles department involved. Contact 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. It 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. Work with events societies for the expertise needed.

OTHER ESSENTIAL RESOURCES

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 do you want to promote this event to?

AMNESTY STAND OR EXHIBITION

How will this work? Where will you get literature? Reach out to the Community Fundraising Team for information on Amnesty's latest campaigns.

FUNDRAISING AT THE EVENT

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