



AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF ONTARIO  
SOCIÉTÉ ONTARIENNE DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE

## **FASHION SHOWS**

### **GENERAL DESCRIPTION:**

The Fashion Show is an attractive fundraiser because, unlike other major special events such as dances and charity balls, it is an event with immediate promotional appeal to a specific industry. A charity fashion show has the potential to raise significant funds for the beneficiary, yet the sponsor does not incur significant additional expenses since such events are already included in their promotional program.

### **RESOURCES REQUIRED:**

- φ A facility (e.g. restaurant, hotel, department store, outdoor pool, school, community hall, etc.); it should have space for a runway and dressing rooms, electrical hook-ups to handle microphones, spotlights, music, and kitchen facilities
- φ A clothing manufacturer or department store to sponsor event, provide clothing and accessories, and offer organizational and financial support
- φ Volunteers to sell advance tickets, to sell and rip tickets at the door, set up, clean up, etc.
- φ Fashion collections and accessories
- φ Approximately 10 models
- φ A stage manager
- φ Wardrobe personnel
- φ A hairstylist
- φ Equipment for dressing room: clothing racks, mirrors, cosmetics and hair spray, combs, tissues, sewing supplies, iron and ironing board, safety pins, dress shields
- φ Music
- φ A commentator (should be someone comfortable with and good at public speaking and well-known in your community); the same person can also act as M.C. to announce door prize and raffle winners, etc.
- φ Tables and chairs
- φ Refreshments (you can serve a meal, or simply offer hors d'oeuvres)
- φ Door prizes
- φ Raffle prizes (optional)
- φ Drums for prize draws
- φ Posters, invitations, ticket order forms, admission tickets
- φ ALS banners, posters, balloons
- φ Decorations: flowers, streamers, etc.
- φ Liability and theft insurance

## **PRE-EVENT ACTIVITIES:**

- φ Secure event sponsor
- φ Develop a theme
- φ Select and book facility
- φ Recruit volunteers
- φ Book models, stage manager, wardrobe personnel, and hairstylist
- φ Book music
- φ Book necessary equipment for rental: tables and chairs, runway, blinds for dressing room, spotlight, sound system, etc.
- φ Secure sponsors to offset expenses
- φ Secure door and raffle prizes
- φ Set ticket prices
- φ Produce invitations and ticket order forms
- φ Compile invitation list
- φ Print and mail invitations
- φ Print admission and raffle tickets
- φ Distribute admission and raffle tickets to volunteers for sale
- φ Print posters
- φ Coordinate refreshments
- φ Secure flower arrangements for tables: either have them donated or offer them for sale at show to offset costs
- φ Map floor plan for event: placement of tables, runway, dressing room, etc.
- φ Engage assistance of sponsor to select clothing to be shown, plan sequence of show, and oversee production
- φ Prepare commentary: write in large type, triple-spaced with wide margins, on index cards; do not divide a word at the end of a line, and do not break a sentence at the bottom of the card; give to the commentator a few days before event
- φ Print programmes
- φ Issue press release and PSA's to media and follow up by phone; contact fashion editors, editors of women's magazines, send posters to stores and boutiques
- φ Mail pre-ordered tickets
- φ Decorate facility: put up banners, posters, and balloons, arrange flowers on tables
- φ Follow up with volunteers, models, commentator, etc.
- φ Set up runway, dressing room, light and sound system, ticket sales tables, prize draw tables
- φ Arrange clothing: label with name of model who will be wearing it; arrange on racks in sequence it will be shown; keep record of clothing inventory

## **EVENT ACTIVITIES:**

- φ Take tickets and distribute programmes at door; also have tickets for sale
- φ Place ticket stubs in drum for door prize draw; award door prizes intermittently

### **EVENT ACTIVITIES CONT'D.:**

- φ Continue selling raffle tickets at event; close sales just before beginning of show; announce winners at the end
- φ Serve lunch or refreshments, but make sure this does not cause distractions during the show
- φ Welcome and opening remarks
- φ Fashion show lasts approximately 1 hour
- φ Closing remarks, thank key participants, present plaques of appreciation, etc.

### **POST-EVENT ACTIVITIES:**

- φ Remove cash and store in safe place
- φ Clean up
- φ Dismantle runway, dressing room
- φ Carefully store borrowed clothing and accessories; check against inventory to make sure nothing is missing
- φ Save leftover supplies for next time
- φ Return borrowed items
- φ Pay outstanding bills
- φ Send thank-you notes
- φ Reconcile accounting
- φ Issue follow-up press release reporting amount raised and thanking key participants and sponsors

### **TIPS FOR SUCCESS:**

- Weigh the pros and cons of using professional models versus volunteers. Although professional models certainly contribute to a polished show, you can also use prominent volunteers, perhaps even local celebrities, to make your event stand out from the conventional fashion show.
- Choose clothes that will most appeal to your audience, given their gender, age, income, and other demographic factors. Remember that new fashions are generally shown one season in advance (i.e. spring fashions are shown in winter, etc.)
- You can save yourself and your volunteers the effort of organizing your own fashion show by approaching department stores or manufacturers already active in producing them, and ask to be made a beneficiary of one of their shows. The potential for new customers and extra publicity should appeal to many such organizations.
- Be prepared to spend a considerable portion of your preparation time on soliciting donations of goods and services. Offer programme advertising in exchange.

### **FOR FURTHER INFORMATION:**

The ALS Society of Ontario, 265 Yorkland Blvd., Suite 300, North York, Ontario.  
M2J 1S5 1(866) 497-8545