

Fashion Show

Brief Overview: The Fashion Show fundraiser is a combination of lunch and a show. Ticket holders come to your event, typically from 11:30 am – 1:00 pm and as they are sitting at their table having lunch with their friends/co-workers they will get a personal fashion show.

Needs: 1 restaurant, at least 1 clothing store and volunteers to serve as models, sell raffle tickets, be an emcee and to play hostess.

Detailed Overview: Guests to the Fashion Show will have pre-purchased tickets or made a reservation for a table with their friends or co-workers. When they come to the restaurant they give their name/ticket to the hostess who will show them to their table. Waiters take their drink order, bring bread to the table, take lunch orders, etc. About 15 minutes in, someone from the organization or Chapter Leader does a short 2-3 minute program thanking everyone for coming, giving a few HPV/Cervical Cancer stats, telling a story of why they became involved and **thanking the sponsors!!** Once the program is finished, the fashion show begins. This is not your typical runway fashion show, your guests can enjoy their lunches and talk amongst themselves for a nice, relaxed atmosphere. Meanwhile, your first model starts making her way to the first table. They go up to each table individually, describes what they are wearing, thanks them for coming and then moves on to the next table.

During this time, raffle ticket sellers can also be going table to table to sell raffle tickets for donated gift baskets or gift cards. Once the fashion show is over – when all models have finished their rounds, then draw raffle prizes and end the event.

The Restaurant: The best restaurants for this type of event are the ones that are not open for lunch, this way you won't be competing with their normal lunch crowd. You are asking them to open up their restaurant and prepare a pre-set menu. Typically bread, salad, entrée and dessert. Some restaurants like to offer 2 choices of salads and entrees (Caesar vs. garden; chicken vs. pasta). The manager can open it up to their servers to volunteer their time that day to. You'll also need a "staging area" for your models to get ready and to wait their turn to start their rounds. Encourage the restaurant to offer discount coupons to all guests to come back another time for a meal.

Start big! Think of your favorite dinner restaurant, they probably have never been asked to do something like this before and might be more open that you think to considering this kind of event.



You'll need to have a layout of the restaurant when you start selling tickets so that you can place people as they make reservations. Knowing how many 2-top, 4-top, 6-top and 8-top tables you have is important as people call because they'll want to sit with their friends. You'll also need to know how many people you can seat before you "sell out." You might have to combine small groups together to fill larger tables, but most generally don't mind as long as they have someone they know to sit with. Make sure to know what date the restaurant needs their final count for meal preparation (and don't forget to feed your models and volunteers, they won't have a ticket – but they'll need to eat too!) Some models purchase a ticket at a table with their friends and then sit with them after their part is done, others grab a table together when the event is over.

The Clothing: It's important to work closely with someone from the store to fit your models. You don't want them to simply donate clothes for an hour, they need to plan the looks! They are going to know the season's trends, and what items they want to feature from their store for the show. Models will schedule a fitting session with the store to make sure that the clothes are the right size and look nice. Each model will also need an index card describing their outfit, the material, how much it cost, basically whatever the store wants you know. The clothes are returned to the store after the show (so make your models change before eating). It is a good opportunity for the stores to offer coupons/discounts for guests to come to their store later to buy the fashions they see at the show. Make sure the stores get a few free tickets, possibly a table of 4, to enjoy the show.

Hair/make-up/jewelry/sports: If you have a local hair salon, Mary Kay rep, beauty school, jewelry store, etc. who would like to participate, then by all means! Even a local tennis shop could outfit one or two people in the latest tennis gear. Have fun with it and be creative! Just make sure that anyone who helps has a ticket for themselves and a friend.

Program: You'll need to have a program for the event to be able to thank your sponsors and volunteers as well as say a little bit about your chapter. You can leave these on the table, or give one to each guest as they arrive.

Timeline: You'll want to start advertising, selling tickets and taking reservations 4-6 weeks before your event, so all sponsors and models will need to be lined up before then. Finding the restaurant is the hardest part, so start searching 3-4 months out so you can get on their event calendar and have plenty of time for follow-up visits.



Additional information:

- Make sure to keep track of all donations, even in-kind donors so they can be thanked properly.
- Keep a list of all ticket holders so you can invite them again to your next event
- If possible, have a photographer there so the models can pose in their outfits, and you can take fun pictures of your guests to send to them later.
- Make sure to end your event promptly ON TIME. Many of your guests will be coming during their lunch break and will need to get back to work, be respectful of their time. If others want to linger and socialize, that's great...but don't have anything remaining that they might miss. Also make sure the restaurant does not need you to leave so they can set up for their dinner rush.
- If your waiters donated their time to be there, make sure your table cards or menus let them know. For example: "Your server today donated his/her time to help make this a successful event, please show your appreciation by leaving them a gratuity for their time and effort."
- It is also a good idea for you to leave an additional tip as well.

This event is very unique and usually fun for all involved – the guests enjoy a fun lunch out to benefit a good cause, the models enjoy getting dressed up and showing off their beautiful outfits and the stores enjoy getting some advertising in an un-traditional way.

