

2009 MEETING & VOLUNTEER JOB DESCRIPTION

Here is the outline for the meeting of the All-Volunteer 2009 FOOD FOR FASHION show. I hope you can make it to the meeting. Please volunteer for many jobs. If you hit a snag, contact Sylvia immediately to resolve any problem. She is here to make your job easy. If you think of something that you can volunteer to do, but cannot make it to the meeting, contact Sylvia at ClassConscious@comcast.net or (503) 585-0276.



LOCATION AND DATE

The Keizer Iris Festival will not be held at the Renaissance Hotel this year. It will be held primarily at Keizer Station and perhaps the new Rotary Club hall. Since we are not necessarily a part of the festival, we could hold the show anywhere at any time--not just during the festival. Photographing at a new location is preferable anyway because it will distinguish this year's show from last year. Several location options are available and perhaps you have an idea to contribute as well.

1. We could use the Heritage Hall outdoor patio for \$100. It is large and lovely but we would have to hold the show in the summer because of weather concerns.
2. We can approach the Rotary Club ourselves and see if they will donate the Hall for a day.
3. We could approach other hotels such as the Red Lion in Salem.
4. Approach Keizer Station and see if they will allow us to use an empty store for one day.
5. One of the participating FoodBank churches might let us use an activity room. Dayspring church is open to these things too.
6. McNary school might let us use their auditorium or gym.
7. As a last resort, we could have a "renegade" fashion show in the Uptown Music parking lot (since we own it). I already have décor ideas using hand-built column props and I can build a runway or borrow one so it will be beautiful to photograph.
8. Other suggestion?

TICKET SALES

Does anyone have experience in advance ticket sales? Last year we sold tickets at the door only. This year we would like to sell tickets in advance.

1. How does TicketMaster and Tickets West work?
2. Contest with donated prize offered to McNary School or Girl Scouts etc. for most tickets sold.
3. Uptown Music and other sponsor stores might help sell the tickets.
4. We will also sell them on the FFF web site using PayPal.
5. Other suggestions?

ALL MONEY GOES TO THE KEIZER COMMUNITY FOOD BANK.

REFRESHMENTS

Last year the hotel would not allow food to be brought in an sold. Food is where most events make their money so we missed an important opportunity to raise more money for the Food Bank. This year:

1. Make and sell our own coffee while SWEET INSPIRATIONS sells chocolate bars wrapped in fashion show wrappers like the ones in the gift bags last year.
2. Approach a vendor to sell on site and donate part of the profits to the Food Bank.
 - Starbucks,
 - Deserts from a nearby restaurant
 - Caterer serving wine and cheese
 - Other suggestions?

FUND RAISING

Last year the bulk of the \$600 raised was due to Rent-The-Runway presentations and printed program ads. This year we will also have a silent auction option. We can give RTR sponsors a discounted rate this year since they participated in a first-time show last year which was light in attendance. This year I am compiling promo packs to give to potential sponsors. It consists of :

- a. 2-minute CD overview of the show with solicitation.
(see it at www.FoodForFashion.com)
- b. Small poster with overview and printed itemized list of all the benefits and ways to contribute or participate. On the back and "PLEASE POST".
- c. Last year's sample printed program.

RENT-THE-RUNWAY and PRINTED PROGRAMS

We need volunteers to:

1. List addresses for businesses and help deliver the promo packs to them. We can mail or e-mail most. If we have an idea for Rent-The-Runway, we will visit in person.
2. Callers to follow-up after the businesses get their promo packs. Many will donate when they are told that Printed program ads are as little as \$15. Then you can continue with the other options.
3. Follow-up collectors of confirmed donations and gifts. Deliver a larger “sponsor” poster and free admission tickets to these businesses.

I will be working closely with the RTR and printed program businesses. I will compile ads into the printed program and e-mail a proof to each sponsor. I will also gather whatever props are needed and produce visuals etc. for the Rent-The-Runway segments.

SILENT AUCTION

We have not done this before but it will encourage folks to come early and also visit the designer’s sales area. Designers can also donate to the auction too if they want.

We need volunteers to approach fashion-oriented and other businesses for auction contributions.

1. Uptown Music has already offered to donate an instrument.
2. Wedding dress or gown from a bridal shop.
3. Alexis Vogel Make-Up Kit
4. Luminess Airbrush Make-up system
5. Mary Kaye make-over
6. Dinner from restaurants and hotel stays
7. PRADA hand bag or other fashion accessories.
8. Gift certificate for fabric (It will get a customer into their store)
9. Subscription to sewing or fashion magazine
10. Sewing Machine?
11. Other suggestions?

VENDOR BOOTHS

We may rent vendor space for sales during and after the show. They must provide their own tables, racks etc.

POSTER POSTERS

We need people to visit business establishments and ask them display our poster. These volunteers will leave a business card even if the business says no. I will print the posters and business cards but I do not drive.

BUSINESS CARDS

NOTE: ANYONE WHO MIGHT NEED A BUSINESS CARD SHOULD CONTACT SYLVIA AND SHE WILL PRINT SOME FOR YOU.

CRAIGS LIST

Last year most of our models answered Craig's List ads and were then forwarded to the Designers. However, Craig's List will only allow one ad per event per lister so EVERYONE should post a listing int the Talent category for your county. The text could read:

If you would like to participate in the SECOND Annual FoodForFashion.com show, contact this ad or (503)585-0276 for more details. Designers and models at all skill levels and size are welcome. We need judges who are involved fashion, arts, etc. There are many opportunities for sponsors. The show will be recorded and will air, including sponsor ads, on CCTV. Copies will also be available. Sponsors may donate merchandise to the pre-show silent auction. This is an all-volunteer show but loaded with opportunity if used properly. ALL PROCEEDS WILL BENEFIT THE KEIZER COMMUNITY FOOD BANK. Deadline is _____. The actual show is _____. Let us know of your interest ASAP. Check out the FoodForFashion website for more details.

ON SITE HELP

MC - MASTER OF CEREMONIES

We need a Master Of Ceremonies. I have been searching for a semi-famous, look-alike. Or comedian to help promote the show this year but if you know someone who can also do a good job, let me know.

CARPENTRY

We may have to build our own runway, build a frame to accommodate a projection screen, and parade and set designs elements. McNary School might provide a runway. The Renaissance Inn might loan us theirs. A-Z Rental might provide chairs, columns etc.

PHOTOGRAPHER

The on-site photographer is VERY important. Last year show pictures were awarded as a prize for the winning designer and her models. Later I found out that all models sort of expect free pictures when they work for free. So this year the photographer must donate the pictures. Of course, the photographer will be listed as a sponsor and can use the event to promote himself in any way he chooses.

CAMCORDER/VIDEO

Camcorder/Video cameramen are needed to record the show from several angles. I will edit and a T.V. show which will air on CCTV. Copies will be made for participants and also sold at next year's show. I am making copies of last year's show to sell this year.

Hopefully CCTV will be recording as well.

HAIR/MAKE-UP

Last year prom night landed on our show date and hair dressers were not available. Audrey's crew of Mary Kay did a great job on make-up and hopefully they can do it again this year. We should have a back-up just in case they cannot do it. Of course, they will be considered a sponsor with sponsor benefits.

JUDGES

We need 3 judges related to fashion, fashion retail, sewing, art, photography, or modeling in some way. We will contact last year's judges but will need at least one more.

USHERS

Ushers will be given a layout of the space ahead of time with notes on where everyone will be seated including the Press passes, Backstage passes, Rent-The-Runway passes, V.I.P. passes etc. They may also be asked to assist in the flow of the actual show, bring an occasional auction item to the MC, etc. They may also have to guard the designer sales area while the show is in progress. (Last year one of the judges was also an usher.)

OTHER CHANGES

PRIZES

I will be making a KIFFI again for the winning designer. Prizes will be limited to the winning designer and model of the winning design. There will be no official sponsor gift bags for the models but designers and sponsors may add to the bag if they choose. Last year, the task of finding sponsor gifts was huge and really did not help the Food Bank. Donated sponsor gifts will be included in the Silent Auction instead.

DESIGNER CO-OP CATALOG

A DESIGNER SALES CATALOG will be a supplement to the printed program. Attendees can take the catalog home and order later. The catalog will also be posted on the FoodForFashion web site.

PARADE ISSUE

We were in the parade last year because Uptown Music donated their spot to us. This year we may not be in the parade because Uptown Music may not have a spot either. But if we do manage to be in the parade, we will need a co-ordinator to:

1. find walkers to hand out announcements. We already have food-barrel jumpers for some walkers to wear.
2. Pick up the flowers early before the parade.
3. Arrange for a nice vehicle.
4. Make sure everyone is in line. Knows what to do and is ready to go.

I will print parade posters and preliminary help if needed but I will be at the event location and unavailable at the time of the parade.

DESIGNER ENTRIES -

All designers will receive photos and the designer of the winning design wins the COVETED KIFFI

1. Contact us immediately informing of your intent to enter. ClassConscious@comcast.net We need to have your e-mail to make sure you receive important updates. Also you can send us your URL and we will link to your site.

2. You may enter as many or as few designs as you want. There is no fee for designers to show.

DEFINE DESIGNER: If you have constructed the piece or if it is your creative effort, you are the designer. If you purchased it for resale, you are a retailer. (Retailers can RENT-THE-RUNWAY for \$100. [Click here to see all the additional benefits of Renting the runway.](#))

3. You can use your own models or we can e-mail volunteer models to you as they sign up. We will try to have make-up artists on site or you can use your own stylists. You must provide names of your models and helpers for the program credits. Also e-mails and addresses are also important for sending pictures after the show.

OPTIONAL: It would be nice if each Designer could add a small gift of appreciation to the volunteer model's gift bags.

4. Your section of the show requires: An image or movie you wish to project on the screen behind the models as they walk the runway. You should also provide your own music (If you are having difficulty with this, let us know. You could send copy of your name or logo and we can film it and we can provide generic music.)

5. Your section of the printed program requires: A picture of yourself, a picture of a sample of your work, and a little write-up containing contact info. OR you can send an ad layout.

6. There will be a sales area available for designers to sell items and take orders. We will try to provide one mannequin per designer. Arrive early to set up.

FOR DESIGNERS WHO PLAN TO SELL IN THE LOBBY--[CHOOSE YOUR DISPLAY MANNEQUIN NOW!](#) [click here](#)

7. There will be NO rehearsal but a diagram of the runway layout and important site previews will be sent via e-mail.

8. The event will be recorded and aired on local CCTV. Copies will be available later for purchase. Don't avoid the cameras.

9. We will try to have make-up artists on site or you can use your own stylists or do your own make-up.

10. There will be an area available next to the runway for designers to sell prototypes and take orders. You are welcome to use the area to pass out your promos as well.

Contact Sylvia (503) 585-0276 ClassConscious@comcast.net

MODEL ENTRIES -

All models will receive photos

- 1.** Contact us immediately informing us of your intent to model in the 2007 fashion show. ClassConscious@comcast.net If you run into difficulty, We will need your e-mail to make sure you receive important updates. Also if you send your URL, we will gladly display your booking info. and link to your site.
- 2.** Your stats will be sent to the designers and they will contact you to make arrangements from there. All models should e-mail:
 - a. A picture, dress size, height, and measurements. (Your picture will also be used in the printed program with your booking info.)
 - b. Contact information including an address so we can mail photos to you after the show.
 - c. Indicate whether you have experience or not and if you will only work for a fee. (This is an all-volunteer show so you will probably not be chosen if you charge a fee.) Your picture and booking info will be used in the printed program.
- 3.** The event will be recorded and aired on local CCTV. Copies will be available later for purchase. Don't avoid the cameras.
- 4.** We will try to have make-up artists on site or you can use your own stylists or do your own make-up.
- 5.** There will be an area available next to the runway for designers to sell prototypes and take orders. You are welcome to use the area to pass out your promos as well.

Contact Sylvia (503) 585-0276 ClassConscious@comcast.net