

**!!! SAVE THE DATE !!!**



**FASHION SHOW**

AND

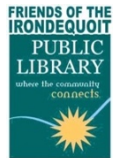


**BRUNCH**

**Saturday  
September 16  
10am UNTIL 2pm  
Irondequoit Library**

*Fashions by:*  
**Christopher Banks**

*Cuisine by:*  
**Tasteful Connections**



Friends of the Irondequoit Public Library  
Terri Dalton: [teresadalton04@gmail.com](mailto:teresadalton04@gmail.com)  
Carolyn Hamil: [frhnts@rit.edu](mailto:frhnts@rit.edu)

**Alternatives to Book Sales:  
Fashion Show**

**BUY TICKETS NOW!!**  
**FASHION SHOW AND BRUNCH**

*Fashions by:*

**Christopher  
& CJ Banks**



*In all sizes:*

**Petite  
Missy  
Women**

**Saturday, September 16  
10am UNTIL 2pm  
Irondequoit Library**

*Cuisine by:*



**Tasteful  
Connections**

Steps	Description
1. Establish goals.	<ul style="list-style-type: none"> <li>• Increase name recognition of Friends of the Irondequoit Public Library.</li> <li>• Raise enough funds to cover expenses and realize significant profit.</li> <li>• Create enjoyable activity that embraces entire community.</li> </ul>
2. Brainstorm ways to reach goals.	<ul style="list-style-type: none"> <li>• Explore ideas for event.</li> <li>• Determine funding availability for production of event.</li> <li>• Set date.</li> <li>• Create name for event.</li> </ul>
Steps	Description

3. Determine target population	All adults
4. Decide the kind of event <i>Components</i> <i>Possible conflicts with and replication of other community events.</i>	<ul style="list-style-type: none"> <li>• Brunch</li> <li>• Models</li> <li>• Raffle</li> <li>• Vendors</li> </ul>
5. Choose venue <i>Clearance/permission</i> <i>Event insurance in effect.</i>	<ul style="list-style-type: none"> <li>• Library conference rooms</li> <li>• Changing room for models</li> </ul>
6. Obtain sponsor	<ul style="list-style-type: none"> <li>• Commitment from retailer to supply outfits.</li> </ul>
7. Market <i>Print media</i> <i>Social media</i>	<ul style="list-style-type: none"> <li>• Sale of tickets @ \$25 each.</li> <li>• "Save the Date" flyers.</li> <li>• Support from library staff.</li> </ul>
8. Recruit volunteers	<ul style="list-style-type: none"> <li>• Models</li> <li>• Assistant(s) to help models with changing outfits.</li> <li>• Setup</li> </ul>

9. Develop event committees	<ul style="list-style-type: none"> <li>• Retailer</li> <li>• Caterer</li> <li>• Master of ceremonies.</li> <li>• Outfit selection by models at retailer's store.</li> </ul>
10. One week prior to event	<ul style="list-style-type: none"> <li>• Dress rehearsal for models walking the runway.</li> <li>• Delivery of outfits to event venue.</li> <li>• Confirmation with caterer.</li> </ul>
11. Event day	<ul style="list-style-type: none"> <li>• Room set-up for brunch.</li> <li>• Models' donning of outfits.</li> <li>• Cleanup of tables before modeling part of event.</li> <li>• Return of outfits to retailer.</li> </ul>
12. Celebrate after event ends	<ul style="list-style-type: none"> <li>• Same-day discount shopping for models and attendees at retailer's store.</li> </ul>
13. Follow up with sponsors	<ul style="list-style-type: none"> <li>• Thank you note to retailer.</li> </ul>
14. Evaluate/identify what we learned	<ul style="list-style-type: none"> <li>• Popular event.</li> <li>• Dress rehearsal a must.</li> <li>• Keep ticket price.</li> <li>• Elimination of raffle and vendors.</li> <li>• Food aspect essential part of event.</li> </ul>

