

## **American Girl Fashion Show Sub-Committee Organization & Tasks**

### **1. Models (1-2 members, one of whom is chair)**

- Review/update model application/set model fee/ get board approval
- Make sure models page is updated on website and new application is posted
- Organize model call
- Maintain spreadsheet of all received applications
- Ongoing communication with parents
- Coordinate AG shipments and check in all items when received
- Organize spreadsheets of outfits and assign models
- Arrange, setup and run fittings
- Arrange, setup and run rehearsal
- Create materials for model room to be used day of for volunteers
- Coordinate pre-show hair/makeup for models
- Arrange JLA gift for models (typically provided by Carolyn)
- Pack up all AG outfits/dolls post show and arrange shipment back to AG
- Follow-up with thank you notes and parents on photograph availability

### **2. Publicity (2-3 members, one of whom is chair?)**

- Develop PR calendar and update pricing on media options
- Develop media spend proposal to review and approve with committee
- Explore new options for Save the Date, event posters, invitations
- Create all PR postings for events and get out to relevant media outlets
- PR for the event – TV, radio, online
- Cross promotion ideas with Rumors, SPAC, Sparkle Spa, etc.
- Update and maintain information on all AGFS website pages
- Propose ideas and new layout of AGFS for JLA 2.0 website
- Update and maintain email list for AGFS announcements
- Develop AGFS emails and calendar of email postings for the year
- Write/post on AGFS Facebook page and any other social media pages
- Create and maintain Google ads/Adwords for event in coordination with Communications Council

### **3. Sponsorship (2 members, one of whom is chair?)**

- Update and maintain sponsor database
- Develop/update sponsor materials
- Update sponsor options and review with board
- Email/call potential sponsors
- Coordinate sponsor ads and other information with program designer
- Compile list of sponsors with contact information for thank you notes after the show
- Meet with sponsors after the show with a copy of program for a personal thank you

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### **4. Special Guests (1-2 members)**

- Develop Role Model
- Develop Girl of the Year
- Develop community partner list and approach on coordinating Role Model and Girl of the Year ideas
- Develop a reward program with select community partners to issue tickets/experiences for outstanding girls in the community
- Work with JLA members to identify and reach out to potential candidates
- Coordinate all aspects of these participants' roles during fashion show
- Find volunteer girl emcees for the show, coordinate with them and their parents to get girls the script, ensure that they practice, ensure attendance at rehearsals, and ensure appropriate attire for the day of the show
- Set up American Girl-themed DIAD with DIAD committee, possibly at local library
- Identify new potential community partners and explore new and creative partnership opportunities that increase the visibility of JLA and the AGFS

### **5. Event Logistics (1 member)**

- Determine pricing for venue and set menu options for shows
- Explore ways to increase seating, VIP seating options, etc.
- Arrange stage
- Arrange sound
- Arrange photobooth. Gather props for photo booth or coordinate with photo booth vendor to make sure props are in hand on day of
- Develop pricing for photo booth, have price list printed for same, coordinate with merchandise sales volunteers for payment of same
- Arrange photographer/photo backdrops & ideas
- Get pink carpet/step and repeat
- Develop and arrange décor for tables, room and vendor areas of venue
- Contact local food vendors to coordinate donation of food for volunteers and guest models
- Work with contacts at sponsoring salon to ensure girl hair salon takes place, set pricing for same
- Responsible for setting up and managing girl hair salon with sponsoring salon on the day of the event

### **6. Raffles (1-2 members)**

- Coordinate communication with JLA members and Sponsor chair for donations
- Assemble all raffles prior to show
- Coordinate raffles during show
- Ensure enough raffle tickets are printed and in hand, purchase more printed grand raffle tickets or spooled chance raffle tickets if necessary
- Learn how to use PayPal Here and instruct day-of raffle volunteers to do the same for credit card purchases during the show
- Send thank you notes to all donors of raffle baskets and raffle items

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- Price all raffle baskets
- Coordinate with administrative assistant to record JLA member donations to satisfy member requirements

### **7. Guest Retention (1-2 members)**

- Develop ticket, table and package pricing, review with board
- Maintain spreadsheet of ticket purchases
- Coordinate ticket sales events at outside venues (Fall fundraiser, mall tables, etc.)
- Create and maintain budget spreadsheet in cooperation with committee chairs
- Coordinate and assign staffing sign-up for shows and any pre-event DIADs
- During show monitor staffing levels
- Finalize guest list two days before the show and have several copies printed for registration table
- Coordinate Walk the Runway purchases, gather information from parents, ensure Booster Messages are received by deadline and included in Event Program

### **8. Merchandise**

- Inventory previous years' merchandise
- Determine which merchandise to purchase from American Girl
- Develop price list of all merchandise
- Have price list printed
- Instruct volunteers in use of PayPal Here on day of event, develop instructions for same.
- Ensure enough items are purchased for doll hair salon, including ribbons, bows, clips, barrettes, hair ties, and tags for dolls' wrists.
- Have sign printed or made for doll hair salon
- Contact AJLI to coordinate purchase of Junior League items for sale at the event