

American Girl Fashion Show Sub-Committee Descriptions

1. Chairs

The chairs of the American Girl Fashion Show (AGFS) Committee have the overall responsibility for ensuring that the show runs smoothly and is successful year to year. The chairs' responsibilities include reviewing the show's performance in the past year and suggesting big-picture changes to increase revenue and improve the experience for our guests. The chairs are also responsible for securing Board of Directors (BOD) approval for all documents bearing the Junior League of Albany (JLA) name in a timely fashion.

The chairs are responsible for supervising the subcommittee chairs and ensuring that subcommittee tasks are completed in a timely fashion. The chairs will work with the Vice President of the Nominating Committee to ensure that members are satisfied with their placements.

The chairs are also responsible for maintaining the americangirlfashionshow@juniorleaguealbany.org email account and responding to inquiries in a timely fashion, ideally no later than 48 hours after an inquiry is made. This email account can be viewed by any member of the committee and can be accessed from any smart phone.

The chairs should sit on some of the committees below.

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

The Models Subcommittee is responsible for recruiting models for each AGFS show and collecting model fees and parent ticket payment for each model. Models subcommittee members will cooperate with the Publicity and Social Media Subcommittees to plan promotional events that will attract new model applications.

The Models Subcommittee will also review and revise the model application and fee, secure BOD approval for the form and fee, and be the point of contact for all questions regarding models. The Models Subcommittee members are responsible for maintaining the Amgirlfsmodels@gmail.com email account and responding to model inquiries in a timely fashion, ideally no later than 48 hours after an inquiry is made. This email account can be viewed by any member of a committee and can be accessed from any smart phone.

The Models Subcommittee is also responsible for conducting inventory of modeling apparel when it arrives for the show, and organizing this material for model rehearsal and the show itself. The Subcommittee should spearhead the repacking process and shipment back to American Girl Programs.

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Because of the significant amount of detail involved in every part of the Models Subcommittee's job, it is best that there are at least two people on this committee, one of which has previously worked on the committee. The more experienced member should ensure that the less-experienced member is receiving training and given ample opportunity to take responsibility for the placement.

3. Publicity (2-3 members, one of whom may be chair)

The Publicity Subcommittee is responsible for writing, securing approval for, and scheduling all marketing communications sent by the AGFS Committee. Because the tasks at hand are significant, no one person should be responsible for each of these things. We strongly recommended that the committee assign each person a specific role. We recommend that the following responsibilities be divided fairly: 1. Constant Contact emails, 2. Facebook posts, 3. Media contacts (print, television, and radio), and 4. Printed promotional material.

This includes all purchased advertising and free publicity, including posters, email messages, and ads that appear in print, on the radio, on television, or in other media. The Publicity Subcommittee should strive to reach guests who have never heard of the American Girl Fashion Show or the Junior League of Albany to ensure that new guests expand our base each year.

This committee should design and receive approval for Save the Date posters, if the committee chooses to have them made, as soon as possible. All American Girl publicity must be approved by Cathy Hunt at American Girl programs, and so this material should be drafted well in advance and submitted to American Girl and then the BOD for approval.

This committee will draft emails using templates in Constant Contact to be sent to the AGFS email list and drafting Facebook status updates for posting to the American Girl Fashion Show Facebook page. This committee should strive to draft this material very early in the League year to secure approval from the BOD far in advance and schedule the sending of these messages far in advance to minimize last-minute work.

This committee should also work with the Done in a Day committee on the Community Council to conduct a Done in a Day that compliments the show, and that may serve as the basis for a feature story in a local newspaper.

4. Sponsorship (2 members, one of whom may be a chair)

The Sponsorship Committee is responsible for securing sponsors of the AGFS who underwrite the cost of the event. The Sponsorship Committee should strive to develop relationships with new organizations who have not previously sponsored the event, as well as maintain relationships with sponsors who have previously sponsored the event. This committee should keep a database of information about

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sponsors that is updated year-to-year to keep all future committees informed about each sponsor's past giving and any other pertinent information.

The Sponsorship Committee should strive to promote the JLA in a professional way, and should look to develop face-to-face, personal contacts with individuals at local institutions who might give to the JLA or support the AGFS.

5. Special Guests (1-2 members)

The Special Guests committee is responsible for those attendees of the AGFS who are not paying guests but who are invited by the committee for a special reason. This includes "role models," as described below, girls who may receive tickets as part of the committee's community outreach initiative, girls who may win tickets through the "Girl of the Capital Region" promotion, and the guest emcees, who are girls who read the script for the show and attend rehearsals.

This committee will also identify women in the Capital District who would be willing to appear at the AGFS and serve as "role models" for attendees. This is a new feature of the show and one that the Special Guests committee will have considerable discretion in developing.

This committee is also responsible for working with community partners to identify girls who would not otherwise be able to attend the AGFS but who would like to do so. These girls would receive an AG doll as well as a package of other gifts from the JLA. This project is discreet and the committee should strive to give these special guests a wonderful day.

The committee is also responsible for running the Girl of the Capital Region promotion, which will be an essay contest for which the winner receives tickets to the show and a prize package from Rumors Salon and Spa. This promotion may be developed as well, and could possibly be coordinated with the Rockwell Scholarship program in the Community Council.

6. Event Logistics (1 member)

The Event Logistics chair is responsible for readying the chosen venue for the AGFS. This includes working closely with our contact at the Albany Country Club (ACC), Kim Aperance, and soliciting all vendors required to execute the AGFS. This includes contacting the stage rental company, sound rental company, photo booth vendor, photographer, and any other event vendors who may be added to the show.

The Event Logistics chair must work with the venue contact very early in the League year to establish venue pricing and secure vendors for the date of the AGFS. This is crucial because we compete with weddings for many of our vendors. These vendor relationships tend to go on for several years, but this chair should seek alternate quotes from other companies for these services and submit invoices to the AGFS

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chairs as soon as possible to ensure booking and timely payment. The costs associated with event logistics are the highest costs associated with the show, so this chair bears responsibility for getting the JLA the best price on vendors' services.

This chair is also responsible for gathering décor for the event and organizing an event on the Thursday before the AGFS to decorate the venue. This can be set up as a Done in a Day, and should be coordinated with the Done in a Day committee.

The Event Logistics chair should also explore ways to change the layout of the show, if it is possible, to attract more guests to the show.

7. Raffles (1-2 members)

The Raffles subcommittee is responsible for gathering raffle items for the Chance raffle at the AGFS, and also for ensuring that the Grand Raffle items provided by American Girl arrive as advertised and are displayed in an attractive way. The Raffles Subcommittee should set prices for raffle tickets early in the League year, solicit donations from members and others in the community for raffle items, and otherwise coordinate the donation, presentation, and sales of tickets for raffle items on the day of the event.

The Raffles Subcommittee should be prepared to pick up and drop off raffle items, purchase or secure the donation of decorative items for the raffle baskets, and decorate the items before the raffle itself. The Raffles Subcommittee is also responsible for gathering data about individuals who purchase tickets, keeping a detailed record of the income received and the tickets purchased for each raffle item, and ensuring that the winners of each raffle get their prizes.

The Raffles Subcommittee is also tasked with arranging for door prizes to be given out during the show.

8. Guest Retention (1-2 members)

The Guest Retention Subcommittee is responsible for developing the pricing for each year's tickets, tracking ticket sales and incoming revenue from all sources, and scheduling events in the community before the AGFS to sell tickets for the show. The Guest Retention Subcommittee should work very closely with the AGFS Chairs to keep a current budget spreadsheet for the event.

The Guest Retention Subcommittee is also responsible for coordinating JLA member staffing at the show, including contacting members directly to ensure that they have signed up for a shift at the show, and arranging for alternate make-up shifts when members cannot attend the event.

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The Guest Retention Subcommittee is also responsible for creating a guest list for use at the registration table, sending a survey to attendees of the show, and reporting the survey results to the committee as a whole.

9. Merchandise (1 member)

The Merchandise Subcommittee is responsible for all things for sale at the AGFS, including American Girl branded merchandise, photo booth sales, Doll Hair Salon sales, and Girl Hair Salon sales. The Merchandise Subcommittee should set prices for these items, or add new services year to year, and develop and have printed signage that prominently displays a description of these items and a price list for our guests to reference.