Organising a Fashion Show: how to run your own event

Overview



A charity fashion show is a ticketed fundraising event where local businesses, boutiques or Marie Curie shops showcase clothing and products to members of the community. Fashion shows are a great way to bring people together, promote local businesses and raise funds for Marie Curie, while often simple to organise with minimal costs.

A successful fashion show can typically raise **£750-£1,000+**, especially when combined with raffles, prize draws and donations from businesses.

Key points to consider

Success Factors Successful events typically have: • Strong local community connections • Good relationships with local businesses and retailers • A venue suitable for a catwalk and audience seating • Effective promotion and ticket sales • Enthusiastic volunteer models and event helpers	**Timeline** Start planning **3-4 months in advance** to allow time for: • Securing a venue • Recruiting businesses and models • Selling tickets • Promoting the event • Organising refreshments and additional fundraising activities	**Venue Requirements** Choose a venue with: • Space for a catwalk • Seating for attendees • Changing facilities for models • Suitable lighting • Parking • Refreshment facilities • Microphone and PA system (if required) • Appropriate music or alcohol licences if applicable Popular venues include hotels, clubs, church halls and function rooms.
Securing Businesses and Partners Potential partners include: • Local Marie Curie shops • Clothing boutiques • Jewellery suppliers	**Models** You'll need a range of volunteer models that reflect the clothing being showcased. Consider: • Different ages and sizes	**Fundraising Model** Ticket sales are usually the main source of income. Recommended approach: • Research similar local events

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• Hairdressers and beauticians • Colleges or universities with fashion courses Where possible, ask businesses to: • Donate raffle prizes • Offer a percentage of sales to Marie Curie • Support promotion of the event	• Volunteers from the community • Friends, family and supporters • Students from fashion or performing arts courses Ensure models are comfortable presenting in front of an audience and have access to suitable changing facilities.	• Consider including refreshments within the ticket price • Aim to keep event costs low to maximise profit Boost income through: • Raffles or tombolas • Prize draws • Donations from local businesses • Percentage of sales from stalls • Flat-rate stall fees
Promotion Promote through: • Social media • Local newspapers and magazines • Community groups • Friends, family and volunteer networks • Posters and leaflets • Participating businesses and Marie Curie shops	**Volunteer Roles** You may need volunteers to: • Welcome guests • Model clothing • Coordinate businesses and models • Run raffles and fundraising activities • Serve refreshments (if required) • Act as compère/host • Take photographs • Support venue setup and pack down	**Health & Safety** • Complete an Event Activity Plan and risk assessment in advance. • Obtain public liability insurance details from the venue. • Ensure any required licences are in place. • Share relevant documentation with your Community Fundraiser. • For any emergencies on the day, call CFIT on 0800 3047112

Expected Outcome

With strong community engagement, local business support and effective ticket sales, a fashion show can provide a low-cost fundraising opportunity that raises **£750-£1,000+** while building relationships with new supporters and local partners. For more support on running an event like this, speak to your local Community Fundraiser.

Case Study: Kirkcaldy Fundraising Group

In the past, the Kirkcaldy Fundraising Group held a Fashion Show with their local Marie Curie shop. On the night, models showcased stock from the Marie Curie shop, a hairdresser attended to give demonstrations and there was also a stall selling jewellery from a local supplier. The jewellery stall gave a percentage of sales to Marie Curie.

The group charged £10 per ticket and included a glass of wine and nibbles on arrival.

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A restaurant function suite was used for the event, which was offered for free and the venue also donated a glass of bubbly for each person attending. The Fundraising Group provided a buffet for the interval and arranged the raffle.

The local shop and Fundraising Group sold tickets for the event and arranged the 5 models for the night. The Fundraising Group Chair has very good links with the local media which helped to promote the event.

The group raised £902 for the event, but the venue offered to add a donation so that the group raised £1,000.



Your Fashion Show Event Checklist

Before the Event

☐ Book your venue and find a suitable date
☐ Speak to your local Marie Curie Shop, if there is one near you
☐ Source a fashion provider if you don't have a local shop
☐ Arrange other services that can attend
☐ Source models and confirm clothes size
☐ Produce tickets, posters, leaflets and Press Release to promote your activity
☐ Organise refreshments or ensure this is provided by the venue
☐ Sell tickets and collect ticket income
☐ Source raffle prizes if needed
☐ Complete a timeline for the event
☐ Confirm volunteer roles for the event
☐ Obtain risk assessment and insurance from the venue
☐ Check if you require any music or alcohol licences

On the day

☐ Ensure there is a microphone/PA system
☐ Refreshments
☐ Run extra fundraising activities
☐ Ensure there is a changing room for models

After the Event

☐ Bank all income
☐ Thank venue, stalls, volunteers, businesses
☐ Review the event with your group members and Community Fundraiser

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