**How to Re-Fashion Your Community**

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# First month: Setting the Stage

* + Make team
    - Find at least one member of the community versed in fashion
    - Find several people interested in fashion or willing to learn
    - Educate each other about EcoFashion and its importance
  + Choose type
    - Repurposed fashion
    - Upcycled fashion
    - Styling
    - EcoArt Design
    - Other
  + Choose theme
    - By color
    - By nature
    - By industry
    - Other
  + Find venue and decide date/time for show
  + Select designers
    - By style and/or type
    - By availability
      * Local
      * Regional
      * Other
  + Seek partners/sponsors
    - High school/trade school teachers
    - College professors in fashion
    - Community members
    - Stores like Goodwill, SAVERS, Boomerangs, Thrift Shops

# Second month: Outreach

* + Create an ad/poster
  + Write and send Press Release
    - Establish media list
    - Connect with fashion writers
  + Make flyers and/or palm cards
  + Social media campaign
  + Head to the streets - farmers markets, churches, hair salons, barber shops, mall, supermarkets, etc.
  + Make sure designers have enough models - if not, recruit!

# Third month: Finale

* + Find an MC
  + Find make-up artists
  + Find hair stylists
  + Find a DJ or someone to set up the music/audio
  + Dress Rehearsal
  + Showtime
    - Make sure designers and models are on site 3 hours ahead of showtime
    - Make sure MC has script in hand
    - Have fun!