**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!