



STAND

The Student Led Division of

GENOCIDE INTERVENTION

How to...Organize a Prom/Formal Dress Sale

Successful Prom Dress Sales:

Cardinal Spellman High School: Over \$1,000 raised, about 100 dresses sold

Two/Three Months Before:

Logistics:

1. Decide on a Date

Typically 3 to 4 months before prom or formal season is ideal

2. Decide on a Venue

Somewhere on campus or in a high school cafeteria, auditorium or gym will attract the most students

3. Partner with other student groups on campus

Approach other club moderators via e-mail, or ask a mutual friend to introduce you to the club president

4. Get your administration's approval

Write a Proposal Detailing where and when the event will be held, where the proceeds will go and for what purpose

5. Check to be sure that Set up a free checking account at your local bank for your STAND chapter

This way, people can make checks out to it and you can pay out expenses from it. Name the account "Your School Name STAND." Alternately, your school may be willing to internally create a bank account for your chapter, but this allows for less flexibility with writing checks/more red tape.

One Month Before:

Media:

1. Send out a Media Alert to local outlets

See our sample media alert

Logistics:

1. Locate materials

Storage space, Dress Racks, Hangers, Cash Box, Tables, Table Cloths: typically these items can be acquired from a drama club costume room

2. Decide any supplemental attractions

i.e. secure speakers, live music, refreshments, etc



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Advertising:

1. Begin a creative advertising campaign that juxtaposes the poverty of IDP camps with the extravagance of prom

Collect data on how much the current senior class spent on junior prom by asking individuals how much they spent and totaling the amounts or by surveying a large portion of the class and finding an average. Juxtapose this amount with what the money could have done had it been donated to the organization for which you are fundraising. Be specific (i.e. x amount of food, x medical clinics, x early warning radio towers)

2. Ask students to guess how much money the class spent as a whole

Provide an incentive for the person who guesses closest (25% off at the dress sale works well)

3. Begin asking for donations of last year's prom and semi formal dresses

Ask your ROC to publicize your request in STAND's weekly regional newsletters, partner with local STAND chapters (using the map of STAND chapters in your area here: <http://standnow.org/chapters/map/all>), make announcements and put on attention getting stunts at your school, ask friends at other schools to collect dresses for you, put ads in local church bulletins and school newsletters, hang posters and flyers

Two Weeks Before

Media:

1. Follow up calls to media outlets

Logistics:

1. Price, Hang and Sort Dresses by Size and then color as they come in.

Keep storage space locked and price dresses between \$5 and \$35 as you see fit. Buy or make price tags with paper and ribbon

Advertising:

1. Continue Stunts and Announcements

One Week Before:

Media:

1. Follow up email and calls to media outlets

Logistics:

1. Make all posters necessary for the event

Indicate discount racks, racks by size, dressing rooms,

2. Create a map of the event

Detail where racks will hang, where the register will be, where dressing rooms will be (rest rooms?)

3. Assign Roles to Chapter Members

i.e. cashier, set up, tear down, replacing dresses on rack

Advertising:



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1. Continue stunts and announcements

Day Before Event:

Media:

1. Calls to media outlets

Logistics:

- 1. Make sure all dresses are priced**
- 2. Make sure you have cash on hand for change**
- 3. Gather all materials**

Advertising:

1. Final Stunts and Announcements

Day of Event:

Media:

1. Final Calls to Media Outlets

Logistics:

1. Set up Two Hours Prior to Event

According to the map, set up tables, dress racks, and dressing rooms. Hang posters, and provide for additional attractions (electricity for live music, refreshment tables, plates and napkins)

- 2. Have Students stand outside Event with posters, costumes, or balloons to attract others**
- 3. If no live music, have a CD player on hand**
- 4. IMPORTANT: Assign a Student to take Pictures**

Follow Up After Event:

Media:

1. Send Press Release and Pictures from Event to Local Media Outlets

Logistics:

- 1. HANDWRITTEN Thank you notes to organizations, adults, or others who were helpful**
- 2. Find a Consignment shop that will take the rest of your dresses that you didn't sell**

You will likely get \$10 to \$15 for each dress when they sell them.

- 3. Follow up with the consignment shop for a few months after your sale.**

Make sure to forward the check they give you to the organization for which you were fundraising

- 4. Send your money to STAND and the Genocide Intervention Network online or via check.**

Please make checks payable to Genocide Intervention Network w/ STAND in the memo line and mail to:



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Genocide Intervention Network
1200 18th St. NW
Suite 320
Washington, D.C. 20036

5. Let your school community know how much you raised

Supplemental Materials

(Just edit the text in yellow!)

1. Media Alert- http://docs.google.com/View?id=dchj626d_22drrq5bgg