



A family modeling in fashion show



FASHION NOTES

We knew that we must develop a way to provide the funding for the Symphony's outreach programs, despite the pandemic.

The luncheon would look a little different than usual, but we trusted that our membership

would understand the imperative nature of supporting the Symphony's outreach programs so the programs could continue in their size and scope.

We proceeded while considering every aspect of the event to make sure our patrons were safe. We are happy to report that the stories of the successful track record of the mission moved the attendees and they were very generous. We were also pleased to report that everyone respected the safety guidelines, and all stayed well.

Schedule of the day:

Mystery Notes Reception

Fashion Notes Chair welcomes guests to the event

DSOL President shared the story of our mission

The DSO CEO gave tribute to past presidents

Fashion Show and Luncheon

Special performance by *Young Strings* cellist

Live Auction

Closing

What we learned and how we'd like to improve:

- The importance of giving the event chair flexibility and room for creativity.
- Always find a venue that has an ongoing relationship with our league. Makes a difference!
- People were moved by our student artist who performed, so in the future, we'd like to make this more of a focal point.

The purpose:

The proceeds of Fashion Notes supported the DSO's education and outreach programs, which are essential to the well-being of hundreds of children of Dallas. The educational programs of the DSO go far beyond the cultural lesson of learning to play an instrument. Music education matters because it primes the brain for success in academics, careers, and relationships.



Timeline:

Spring and early summer—reserved venue and committee met to plan, determine award recipient, draft underwriting letter, contact printer, and begin PR for event.

July—Met at venue to determine food & wine. Confirmed main sponsors, honorary chair, clothing store for fashion show, DJ, and auctioneer. Started gathering raffle items.

August—Mailed underwriting letter, which also served as invitation since numbers were limited. Confirmed student musician.

September—Printed program. Tasting at the venue. Arranged seating and final auction items.

October—wrote scripts and confirmed final details

November—set up and hosted the event

In Appreciation. Each attending past president was honored and given a crystal keepsake with the etching of our logo, their name, and “celebrating 75 years.”



A new twist on an old tradition

In the past, we have honored a Dallas clothing designer, but, at this event, the past presidents of the Dallas Symphony Orchestra League were collectively the recipients of the Fashion Notes Designer Award for their work in designing and guiding the league for 75 years.

Family Fun! Everyone enjoyed seeing the members, sponsors, and their families on the runway!



Partnerships and Volunteers:

We partnered with a local clothing store

A bank served as our head sponsor.

Our honorary chairs were a mother/daughter duo who made a generous donation

The committee consisted of the following chairs: head event chair, auction, treasurer, printing, decorations, publicity, and model coordinator.

On-site volunteers: Nineteen models, four people at registration table, four people at the 'Mystery Notes' gift pull tables, and five people setting up the night before.

Mystery Notes gift pull bags were sold at designated levels. Patrons would receive a package with an item at that value or higher. (Similar to a wine pull). This was helpful in social distancing because people were not crowding around tables.



Fundraising/finances:

Underwriting	
sponsorship tables	\$ 43,000
Tickets	\$ 2,525
Donations	
Mystery Notes, live auction, raise the paddle, centerpiece sales, “in honor of” donations.	\$ 25,700
Total revenue	\$ 71,225
Expenses	
Music, photographer, PR, signs, auctioneer, gifts, and supplies. The hotel gave a free lunch and flowers were donated.	\$ 15,471
Net income	\$55,754



Meals were pre-plated but not preset to adhere to social distancing. Hand sanitizer was provided.

Masks were worn during event, except during meals and while modeling.

We provided a staggered entry to distance people while entering



Patron Safety:

While planning, we listened to the concerns of patrons & adjusted accordingly.

Ticket numbers were limited, tables were spaced, and sponsors were given two tables to spread out their groups.