

EUGENE SYMPHONY GUILD

Project Name: Spring Serenade “Once Upon a Time...”
A Vintage Fashion Show and Afternoon Tea

Volunteer Organization: Eugene Symphony Guild, Eugene, Oregon

Orchestra: Eugene Symphony, 115 W. 8th Ave., Suite 115, Eugene, Or 97401

Orchestra Group Size: 4

Presenter: Barbara Miner, 34199 Country View Dr., Eugene, OR 97408; 541-484-2715

Community Population: 140,000

Project Timeline: October 2012 - April 2013

Revenue: Sponsors, event ticket sales, grand prize drawing ticket sales

Project goals and how they were achieved: Our goal was to earn \$3,000 (and was met) from the event by fully booking the venue we had selected. Maximum capacity of the venue was 200 people. Invitations were sent to Guild members and individuals in the community, flyers were posted at businesses in the area, retirement centers and antique stores, publicity in the local newspaper and senior newspapers, and a special promotion prior to a Symphony concert in the concert hall by the co-chairs dressed in vintage clothing.

Number of volunteers required and how they were utilized: The committee consisted of 16 Guild members. These individuals were in charge of decorations, grand prizes, door prizes and ticket sellers for the prizes, invitations, programs, mailing, sponsors, reservations, dressers, models, registration and a vintage hats guests could wear during the afternoon tea. On the evening before and the morning of the event, 15 additional members helped with set-up of vintage items on dining tables, registration reception, floral arrangements for dining room, ticket sales to grand prizes, take-down of vintage items on dining tables, and dressers for models.

What would be changed if event was repeated: Because the owner of the vintage fashions would not agree to a walk-through with the models the evening before the event. Although we did a brief walk-through the morning of the event, there were timing issues during the fashion show with the models walking too fast, forgetting the path in the dining room for guests to see the clothing up close, and exiting the dining room too quickly. Consequently, there were time lapses during the show that we were able to fill with fielding questions from the guests to the owner of the vintage fashions. A walk-through with the models before the fashion show is essential.

Plans to repeat event: There are no plans to repeat the event.