

ETHICAL FASHION SOCIAL: Hosting Guide

Thank you for your interest in hosting an Ethical Fashion Social in your local area. We are really excited about bringing the online network to life and are inspired by your enthusiasm to help make it happen.

The network now has over 1500 active members from over 70 countries, with more joining every day. The network brings together fashion designers, businesses, suppliers, manufacturers, press, buyers, organisations and individuals.

Motivated by all your stories about the people that you have connected with online, we have been thinking up ways to strengthen the relationships made through the network, and create more friendships, collaborations and communities around ethical fashion.

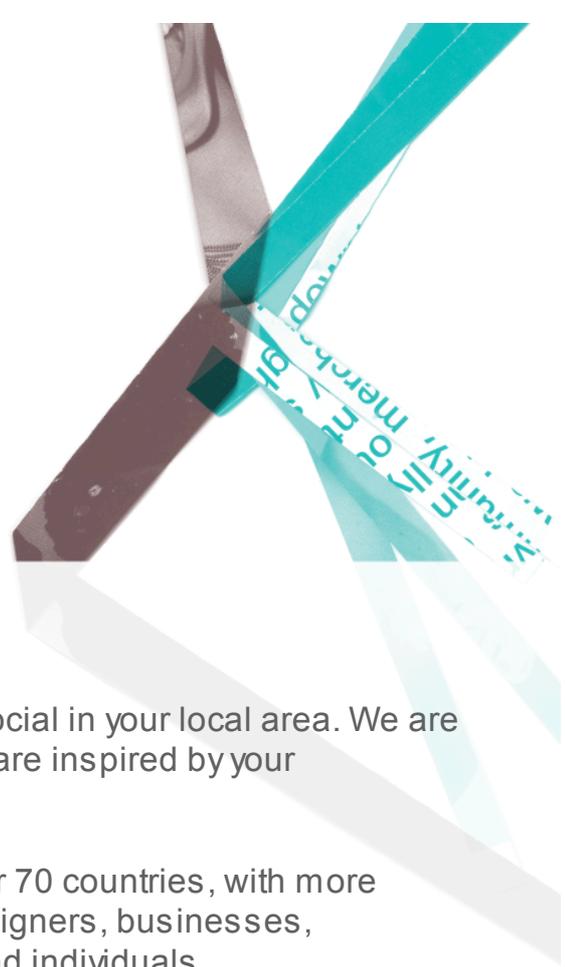
So we would like to introduce.... **The Ethical Fashion Social**

On the last Thursday of every month we would like the members of the network to get together Worldwide and meet each other face to face, in a bar, in a coffee shop, in a pub, in a village hall or anywhere you can meet locally, put faces to names and have the opportunity to meet new people or spend time with old friends.

These will be informal and will involve a small amount of organising. All you need to do is find a venue and invite friends, family, people from the network and people who you think should join the network! You can use the **Events** page on the network to do this; simply create the event on network, and make sure you tick the box "Invite all members" as this will automatically send out the event invitation to the network.

VENUE: Choose a location that is central to your area, that is easily accessed by public transport / car / walking / bikes. This can be a pub or a coffee shop etc. somewhere that is informal and that is sociable. Please choose an independent venue to support your local area.

Please do not go out of your way to hire a venue. The only financial investment should be buying yourself a cup of coffee/tea or a glass of wine.



TIME: As it is a Thursday night we suggest arranging the meeting for after work, around 6 - 6.30pm the event doesn't need to last all night, it can be however long you want it to go on for, although make sure it lasts long enough for everyone to get there!

ON THE NIGHT: As the coordinator you may have to prompt a lot of the initial conversation especially at the first meeting. Now this may seem cheesy but initial introductions with a little bit about each person can be a great start. (If you have ever been to one of our Master Classes you will know we are big fans of this technique)

E.g. "Hi my name is Joey, I work for the EFF and what firstly interested me in ethical fashion was attending a Junky Styling fashion show."

Don't worry if only three people turn up, the turnout will grow over time, and you never know the three people there might end up creating the most exciting new ethical fashion project together.

Also please make sure that all attendees are a member of the online network (if they aren't, simply get them to join) and keep a list of who attends your events.

FUNDRAISING: At the EFF we are always fundraising for our projects. As an optional extra you can add a fundraising element to your night. This could be selling baked goods or pizzas at the Social, organising some kind of raffle or just having optional donation buckets out. Of course this could grow into organising full on fundraising fashion shows or events that the local group choose to organise. The most important thing is that the Ethical Fashion Social remains free, as they are about bringing people together and not making them feel pressured to give money. If you do collect any donations, please send them to EFF via the **Donate** button (which links through Paypal) on the Network.

BENEFITS: As a Ethical Fashion social host you will become a Featured Member on the network, and you will be at the centre of Ethical Fashion in your area.

HOSTING: Hosting involves creating an environment where people feel at ease. The point of the Social is to inspire people about ethical fashion and be a catalyst for future collaborations, projects and events. Hosts set the culture and rhythm for the evening, and so need to be open and friendly, and encourage connections between the attendees.

FINALLY: Have fun and tell us about it!! If your meetings are successes make sure they are available to any new members who join the network from your area! You can create a **Group*** upload photos from previous socials and update the details of the next meeting. It can also be a place to discuss future meetings so members can take it in turns to 'host' the socials.

If you have anymore questions please email: network@ethicalfashionforum.com

*Groups will only be approved after the first event; this is to control the number of groups on the network