EVENT GUIDE / re/make
LET’S GET STARTED!

We are so excited you are inspired to take your involvement to the masses, hosting a Remake event is a fabulous way to gather your community for a stylish session on sustainable fashion. Below are example events you can host and worksheets to help you plan.

We are so grateful for your support!

XO,
Ayesha Barenblat, Founder of Remake
TYPES OF EVENTS
Remake events come in many forms, including, but not limited to:

- Film Screenings
- Panels/Conversation
- Clothing Swaps
- Workshops
You are welcome to screen any of our original films, and use it as a platform to introduce the connection between sustainable fashion and women’s empowerment to your community. You can find our videos here on our website. Contact us to let us know which one you are interested in and we will coordinate with you.
HOST A

PANEL / CONVERSATION

Invite sustainable fashion experts for an educational panel to share insights and wisdom to your audience. If you have questions about hosting a panel, we can connect you to Ambassadors who have previously moderated panels.
HOST A

CLOTHING SWAP

Invite your community to bring their unwanted clothes to exchange in a swap. Organize an event where participants can come and swap their old clothes for “new” ones. You can also use it as an opportunity to share about new habits that help minimize waste. Here’s some tips on hosting a successful swap.
If you’re up for leading an educational workshop for your community, we have a workshop curriculum ready for you to use!
WORKSHEETS
REMAKE EVENT LAUNCH TO-DO LIST

- Choose what kind of event you want to launch
- Identify potential partners
- Set a date
- Reach out to Remake to let us know your plans
- Create a budget for refreshments (a good starting budget is $200-300) and other expenses (ie. workshop materials)
- Make a list of all materials you will need for the workshop (ie. paper and pens for your participants, prints of any Remake supplementary materials).
- Find sponsorship for your budget via Student Activities Centers, local businesses, etc.
- If you are doing a workshop event, find a venue that is equipped with a projector, reliable wifi connection, chairs, desks, whiteboards/chalkboards, and chalk/markers.
- Create a guest list and invite friends to bring friends.
- Develop a marketing plan (see following worksheet for ideas).
- Keep it simple and have fun!
EVENT MARKETING PLAN

BEFORE THE EVENT
- Create an online and/or offline flyer for your event with all the necessary details (who, what, when, where, why)
- Create an Eventbrite and/or Facebook Event Page to send out to your guest list
- Try and market your event at least 3-4 weeks beforehand. Send a weekly email newsletter to your guest list including the Eventbrite and Facebook Event link, along with the digital flyer, to remind your guests to RSVP.
- Post the event links to your social media and advertise at least twice a week. Don’t forget to use Remake’s hashtags: #wearyourvalues & #remakeourworld
- During the week of the event, do a strong final push on social media platforms and email newsletters

DURING THE EVENT
- Have a mailing list ready and ask your guests to sign-in. Include space for email addresses and social media handles. This way, you can capture any new contact information from other guests that were not originally on your guest list, and you can invite them to other events.
- Make sure to share your contact and social media information as well as Remake’s during your event. Have it written visibly on the chalkboard/presentation slide during the workshop. Invite your participants to follow you and Remake on social media at the end of the event as you conclude.

AFTER THE EVENT
- Send a thank you note to all of your guests and tell them how happy you are that they joined you! Include photos from the event, and links to your club’s social media platforms (ie. FB community page), website, as well as Remake’s website + social media links.
- Share out some photos/videos of memorable moments during the event (along with descriptive captions) on social media. Invite your community to stay in touch for the next one!