

10 Tips for a Successful Red Dress Event

- 1. Cater your auction items to your audience** — If a silent auction is part of your Red Dress event, solicit donations from local and corporate businesses that your guests would be likely to bid on. Keep in mind the age, gender, and common interest of your guests.
- 2. Save the date** — Select a date that optimizes attendance! Make sure to work around your institution's events calendar to be cautious of potential overlap and conflicts. Homecoming and Parents' Weekends are great opportunities times to host your event and attract out-of-town guests who might not otherwise attend. Use this as an opportunity to showcase your sisterhood to parents who have not seen your Alpha Phi sisterhood in action! Be sure to send save the dates and/or invitations with your GiveSmart registration link.
- 3. Keep it concise** — Create a schedule of events that keeps guests active and engaged. Fill the time with dinner, a cocktail hour, fundraising activities, a speaker, and any other fun or creative ideas you have!
- 4. Budget and spend appropriately** — If your event has a ticket cost, calculate the price of the ticket based on the total amount of expenses to ensure you are reimbursing the chapter accurately. Check out the Philanthropy Guide for an example!
- 5. Plan ahead** — Larger-scale events take careful planning, dedication, and attention to detail. Give you and your team plenty of time to carry out all steps to plan your event effectively. Check out the Red Dress event timeline for reference!

While Red Dress Galas remain Alpha Phi's signature philanthropy event, do not feel pressured to have a huge gala event! Tailor your event to your chapter and audience, while still maintaining the Red Dress brand with these Red Dress event-planning tips.

RED DRESS EVENT IDEA BANK

Brunch
Fashion Show
Decades-Themed
Dance
Cook-Out
Tailgate

Ready to share your event with Alpha Phi Foundation?
[Submit your event today!](#)

10 Tips for a Successful Red Dress Event

6. **Secure a speaker** — Having a knowledgeable representative from Alpha Phi Foundation or your Community Contributions partner organization talk to your guests about the impact of their attendance and donations at your event will help market our collective cause and educate others.
7. **Assemble a committed team** — Utilize your department members, create committees around specific aspects of the event, and stay connected with your advisor! This event is too big to shoulder yourself. Delegate tasks and have frequent check-in's so that you do not fall behind schedule.
8. **Step out of your chapter's comfort zone** — Do not be afraid to do something different from other Red Dress events! Use your best judgment when making changes to your event and trust that your tweaks will benefit the event and help raise more money and awareness for Alpha Phi Foundation!
9. **Skip the dinner** — Want your event to have a fancy feel without the formal dinner? Opt for hors d'oeuvres and drinks! Let the guest snack while hosting all the other events of the evening for a more casual feel.
10. **Encourage direct donations** — While guests bid on items and partake in fundraising games, solicit guests for a direct donation to Alpha Phi Foundation to multiply their impact and boost your fundraising efforts. If made outside of GiveSmart, have them use the [Online Chapter Donation form](#) so that your chapter receives credit for it!

Ready to share your event with Alpha Phi Foundation?
[Submit your event today!](#)

ADDITIONAL KEY POINTS

1. Although we advertise this as a Red Dress event it is important to know that members and guests do not HAVE to wear a red dress to this event. Guests and members should not feel pressured to wear or purchase a red dress. Your event will be a success regardless of what the guests wear.
2. REMINDER: Poker Nights and Raffles are considered gambling in some states. When planning your event, research and make sure that state laws are being followed.