

FIDM presents...

my  
fashion  
club®

for HIGH SCHOOLS



## Business Plan - INSTRUCTIONS

*“Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.” - Coco Chanel*

### WRITING YOUR BUSINESS PLAN - the fun part!!!

#### Help! I don't know where to start?

Don't worry! The Club Business Plan outline will make it easy by walking you step-by-step through the important aspects of club planning. Start by brainstorming what you want the Club to achieve (your Goals). Then, what activities and workshops can you plan to help achieve the Club goals? Organize the Club as if you were starting your own small business. Think of it as getting a head start on your dreams.

The best way to create THE most successful FIDM Fashion Club is through creativity and planning. Take a look at the outline below, and the questions and examples that are on the following pages, to best organize your ideas. There are already some tips and ideas listed for you to help get you started. FIDM Fashion Club Business Plans will be judged on Comprehensiveness, Creativity, Practicality, and Articulation.

Your completed plan will include the following categories:

#### ***I. Deciding the Purpose of your Club***

- a. Club Mission Statement & Goal Setting
- b. Fashion Club, School, and the Community
- c. Academics & Career Planning

#### ***III. Planning***

- a. Activities
- b. Workshops

#### ***II. Creating Club Organization***

- a. Promotion & Recruitment
- b. Meetings & Guidelines

#### ***IV. Finance***

- a. Fundraising

Once your Plan is reviewed by FIDM Fashion Club, you will be contacted to setup a phone interview with the Fashion Club Manager, Clarissa Ramirez-Hamm. Once this interview is complete, all of your application documents are received; you will receive a Fashion Club Starter Kit by mail.

### SUBMITTING THE APPLICATION:

Mail the completed **FIDM Fashion Club Business Plan**, along with the **Administration Approval Form** and **Codes of Conduct** agreement to:

**FIDM Fashion Club**  
Attn: Clarissa Ramirez-Hamm  
919 S. Grand Avenue  
Los Angeles, CA 90015

If your club is already having meetings, please also include the **Member Sign-Up Sheets** in your application packet.

**Important:** Please remember to keep a copy of all of your application forms for your records.

**Have Fun!**

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## My FIDM Fashion Club Business Plan

Please complete ALL of the sections. Use additional sheets if necessary.

School Name: \_\_\_\_\_ *FIDM Fashion Club*

Your Name: \_\_\_\_\_

High School Grad Year: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### I. DECIDING THE PURPOSE OF YOUR CLUB

#### 1. Club Mission Statement & Goal Setting

What is the purpose of your Club? What is your end goal or goals for the Club? Be creative, but be realistic too. Think about short-term goals (weekly, monthly) and long-term goals (yearly). Write down 3-5 sentences that explain the purpose of your club and a list of what you want your Club to accomplish.

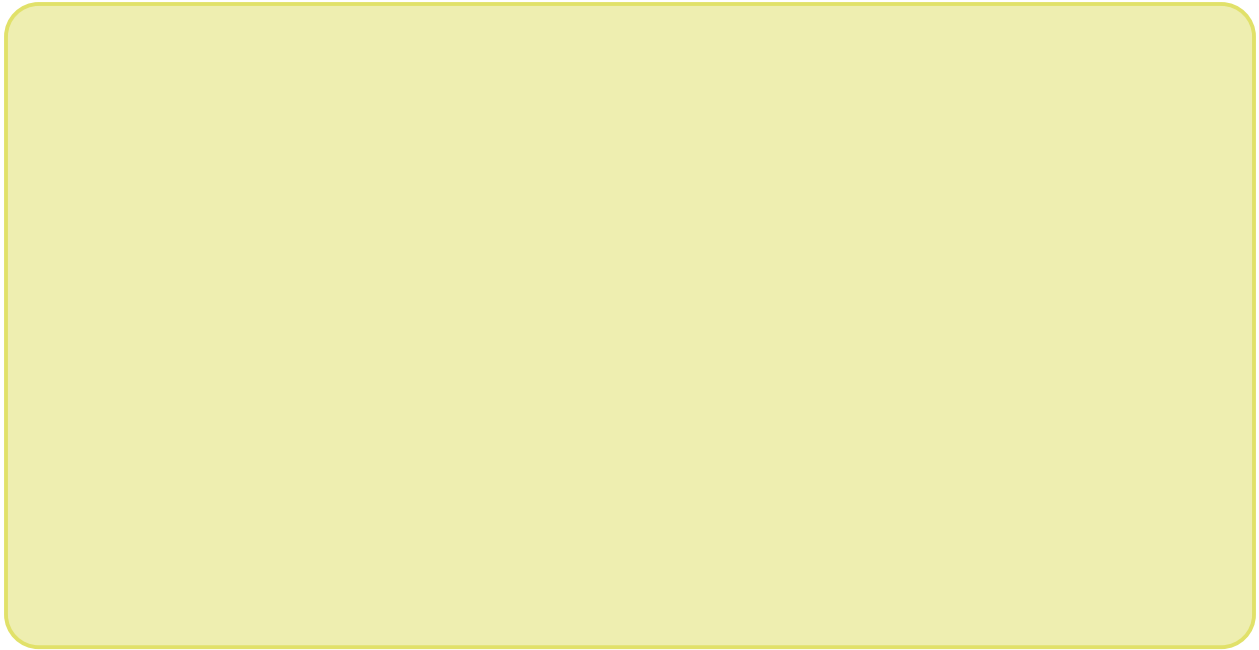
## 2. Fashion Club, School, and the Community

Start to think about the Fashion Club's impact on the school and within the community. Make the Club visible! What things can the Club teach, share, assist with, or use to entertain the student body and/ or your community? How can the school benefit from the Club? How can your local community benefit from the Club? Be creative. Write down how your Club will positively impact your school and your community.



## 3. Academics & Career Planning

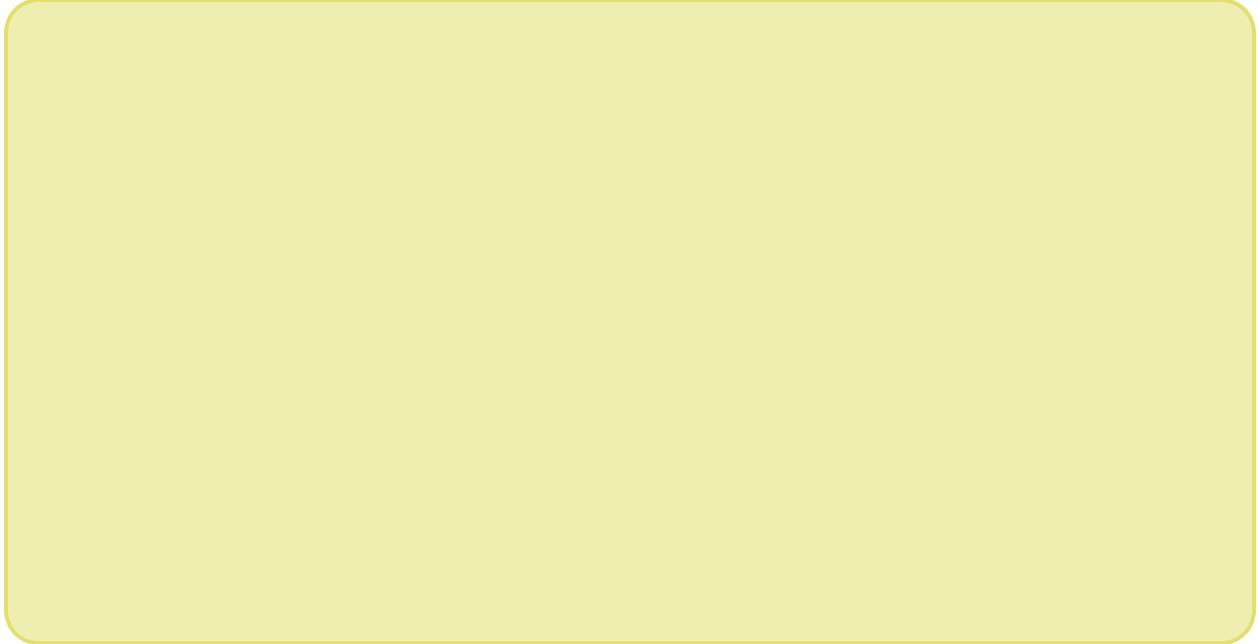
How can you incorporate learning, academics, and career planning into the Club? How can you best prepare your Club members for future careers as designers, merchandisers, stylists, or artists? Identify areas of interest that you can learn more about, and research career opportunities in the Fashion, Interior Design, Graphic Design, Digital Media and Entertainment industries. Write down your plan for learning about education and careers in these fields.



## II. CREATING CLUB ORGANIZATION

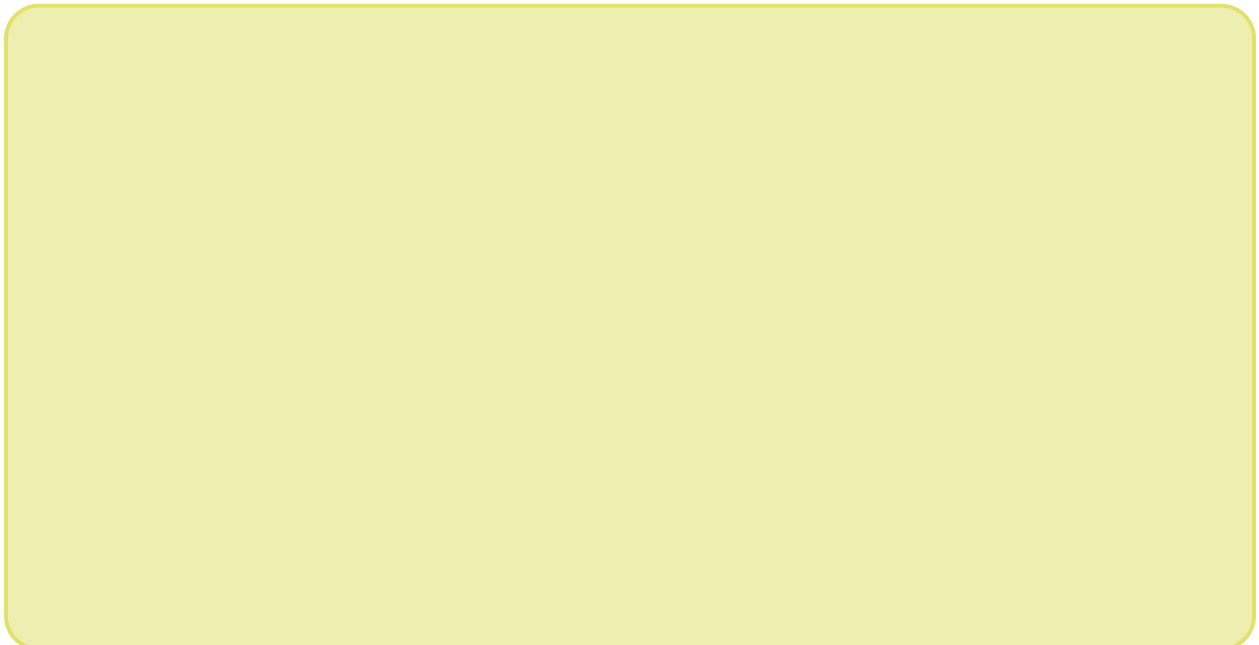
### 4. Promotion & Recruitment

Once you've formed a plan for the Club, it's time to advertise the Club and recruit interested members. Think of this as the marketing plan for your club. You may want to run announcements on the school intercom, create a Facebook page, have a "club rush" table, make posters, etc. Write down your ideas for promoting the Club and recruiting new members. (Your plans can change/evolve as you move forward.)



### 5. Meetings & Guidelines

You'll need to elect your FIDM Fashion Club Board (President, Vice President, Treasurer, Secretary) to help you turn your ideas into a working plan and set a calendar for the coming year. You might even decide to create committees or appoint certain people to be in charge of different tasks. Clubs should structure meeting times with the Club Advisor to fit the needs of the Club Business Plan and to fulfill the goals that have been set. Meetings should be regularly scheduled, with extra time set-aside for Club Activities and Workshops. Write down how often and for how long you think your Club will meet as well as how your club officers will be structured.



### III. PLANNING

#### 6. Activities and Workshops

Be creative! Activities and workshops should be fun and you should learn something new from them. An activity can be as simple as making or crafting something together as a group, or as involved as putting on a Fashion Show. Activities can also be field trips and guest speakers. Write down a list of ideas for activities and workshops for an entire school year (please include a minimum of 9 ideas)

**Tip:** Here are some ideas for fun and educational field trips:

- Attend a mall Fashion Show or FIDM's DEBUT Runway Show
- Go on a shopping or trend-spotting trip
- Visit your local bookstore or library to research trends, learn about fashion history, or check out books on sewing or other activities.

**TIP:** Here are some ideas for locating Guest Speakers:

- Contact a FIDM speaker to talk about various Fashion Industry topics
- Contact cosmetic companies (makeup artists/ counter sales/ direct sales companies like Mary Kay)
- Contact retail stores (buyers/ merchandisers/ managers)
- Contact magazine/ newspaper staff (editors/ writers)
- Contact local businesses
- Contact community and/ or recreation departments to find fun classes/ instructors
- Talk to your Club members! Maybe one of their family members or family friends could be a Guest Speaker or knows someone who can.
- Have Club Members take turns researching and giving talks on things that relate to your goals.

## IV. FINANCE

### 7. Fundraising

Raising money is not a necessary requirement of the Club, however most other clubs do raise money for the things they need to operate the club. Keep costs in mind when you are planning your Activities. **Think cheap, or even better, free!**

Make a list of all the things you may need that will require money; prioritize from most important, to least important; then, make a plan for how your group will raise the necessary money. Be sure to really use the help of your Advisor with this task, since she/ he will likely maintain your “account” together with the Treasurer. Write down a list of fundraising goals and ideas - Be sure to make it fun and fashionable!

**TIP: Here are just a few ideas:**

- Put on and charge admission to a Fashion Show
- Make and sell crafts
- Organize a bake sale
- Sell candy bars
- Have a car wash

