

Messenger Party!

HOSTESS COACHING BEFOREHAND (3-4 days before event)

(I ALWAYS work to make a connection and first and then move into....)

Your most important job as hostess is to personally invite your friends! 😊 Then you will create a group message here in Messenger with your "yes" friends preferably by tomorrow night or early Tuesday morning. Don't forget to include me too! I'll have a hello post you can copy paste or edit after I see the thread set up that I'll send to you! And then only 20 minutes of "event time" on Thursday (5 posts). The event stays open through the weekend to collect orders with only a couple posts from me each day. We keep it bare bones so it won't overwhelm anyone. Here's a sample invite message:

Hi FRIEND, I'm hosting a really fun hope gathering with Trades of Hope via fb messenger and I thought of you! They are a beautiful company changing lives of women worldwide through Fair Trade pieces. The official party is just 20 minutes on Thursday! Would you like to be invited to my messenger group? I think you'll love it!

If she needs a reminder because the thread has not been set up by the afternoon of the 3rd before the event): Whenever you have a moment tonight or tomorrow morning at the latest, gather your yes gals and start a chat (and you can add more if you get more too!). You can title it _____ (I give them the same name that I made their event in the back office) Once that's created, you can say a quick hello and share a couple graphics that I'll share for you or post a selfie of you in your own TOH. Selfies always work best! 😊 I'll copy paste an example hello next. 😊

If she sets the thread up on her own in a timely fashion, then I say: "Yay! Now the fun can begin! Here's a sample "hello" post you can post right away in your Messenger thread:"

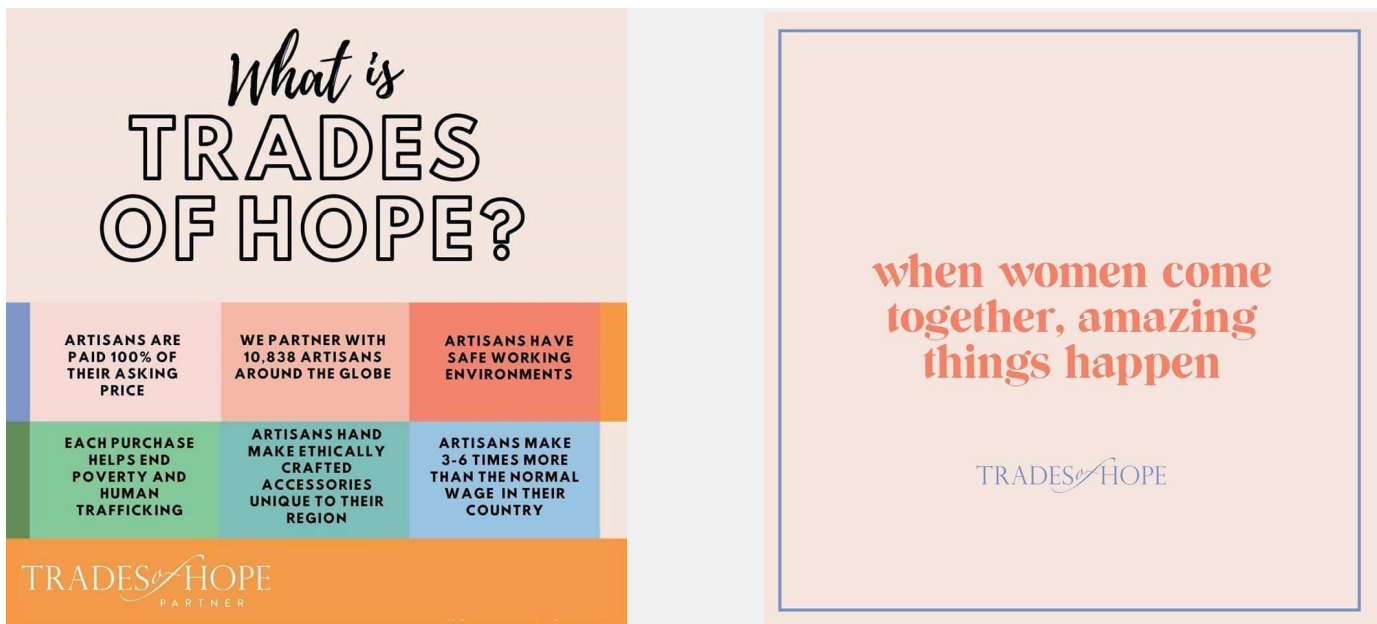
2 days before party

1: HOSTESS POST (morning)

Good morning lady friends and fam! Thank you for being part of my Hope Celebration! I am so excited to introduce you to Trades of Hope (or welcome you back if you've shopped with them before)! I was introduced to TOH by _____ and I've been hooked on their products ever since! I love hope because in a time of uncertainty in our world right now, it is what can help us remember that good things can and will still happen!

You guys – we can do SO MUCH GOOD and I'm so excited for you all to be part of it! In case you want to check out the products or early bird shop before our celebration on Thursday, here is the shopping link, go nuts! 😊

(SHARE LINK and images with post)



2. PARTNER POST

Hello everyone, and welcome to **HOSTS** Celebration of Hope! We're going to have a blast together while learning how you can make a difference right from where you are! In addition to our beautiful selection of jewelry, we offer decor for your homes, bags and even scarves! (I love this list of ways to style them all year long!)

How can I make this experience perfect and fun for you? Let me know! 🥳👉 If you find you can only catch up here at certain times of the day, I wanted to be sure to point out that you can actually "mute" the conversation for a set amount of time by simply clicking the blue "i" icon in the upper right hand corner on a mobile screen, or the gear icon from a computer, and choosing the mute icon/option. Then, when you are able to check in, you can click on the unread messages bubble in the conversation when you open the chat and catch up right from where you left off! I'm looking forward to connecting with you and hope you have a great day! 😊

(with photos)



TRADES of HOPE

Becky Williams
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fashion as
a force for
good!

We exist to help mothers keep
their children, protect them and
provide for a brighter future.

TRADES of HOPE

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HOW TO FILL YOUR
home
with hope

TRADES of HOPE

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10 WAYS TO WEAR A
scarf
in summer

- 1 With a summer dress
- 2 Covering a swim suit
- 3 Lightweight layering piece
- 4 As a head wrap
- 5 With an off the shoulder top
- 6 Tie onto your purse
- 7 Use as a headband
- 8 Wrap around a floppy hat
- 9 With a tank top/cut off shorts
- 10 Any way you like!

TRADES of HOPE

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DAY BEFORE PARTY

1. PARTNER INTRO/BIO POST (afternoon)

One day away from our party! 😊 I'm Becky, the Trades of Hope Partner who will be hosting with

HOST. I live in Iowa, a music director by day, mama to 5 (#6 on the way!) and have been sharing HOPE (a true joy job!) for over 4 years now. I met HOST>>>>>> How do you know HOST???



PARTY DAY!

1. HOSTESS POST (anytime from morning – lunch time) - SHARE A SELFIE + image

IT'S PARTY DAY!! 🎉🎊🎈🎁🎊 I'm so excited for you all to learn more about Trades of Hope and maybe even snag a few pieces of hope for yourself! (SHARE A LITTLE ABOUT ANY PIECES THEY MAY OWN) Party starts right here at 8:30pm tonight! 🎉🎊



HOSTESS SHARES TO PERSONAL WALL WITH PARTY DAY IMAGE (She can post this post with any image at any time before party day too):

Hi friends! I'm hosting a really short and fun hope gathering with Trades of Hope via Facebook messenger this evening with my friend, Becky. They are a beautiful company changing lives of women worldwide through Fair Trade pieces - jewelry, home decor, bags, and more! The official party is just 20 minutes (starts at 8:30 but you can order at anytime) and I think you'll love it! If you are interested, comment below and I'll be sure you get added to the messenger thread!

POST 2: Partner post (mid-late afternoon)

20 second clip video – share excitement and quick glimpse of hope pieces SEE YOU TONIGHT!

POST 3: Partner post (15 minutes before event)

Who's almost ready for some HoPe?! Put on your PJs and grab a drink, then meet us HERE in 15 minutes!

15 minutes! PARTY BEGINS IN

party timeline

- pt 1**
Party Swag
- pt 2**
The Showcase
- pt 3**
Game Time
- pt 4**
Shopping Special

TRADES of HOPE **Becky Williams**
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START THE PARTY!

Post 1: Let's get this party started! Did I mention there's a DOOR PRIZE up for grabs!? Check in here by "reacting" to this post for an entry and then.....snag an additional entry by heading over and clicking JOIN to become part of my Hope Community, Becoming Hope | Becky Williams - Trades of Hope for more fun, friendship, inspiration, and all things HOPE! --> www.facebook.com/groups/changinglivestogether



Post 2: All of the artisans that work with Trades of Hope are given job security. This is so much better than any charitable donation. They can work to provide an income for themselves, instead of living in worry for when the next donation will come their way. Check out the beautiful pieces they've created just for us from all over the world! Which pieces catch your eye??

(SHOWCASE PICS)

Post 3: Who wants to PLAY a game of spreading HOPE and watching it BLOOM!? 🌸

Here's what to do:

🌸 Take a screenshot of the flower video.

🌸 Private message me your screenshot (don't post in this thread so we can keep it streamlined)

🌸 I'll respond with the meaning of your flower + an extra chance at a "bloom" incentive for when you plant seeds of hope with your own friends! 🌸🌸🌸

(SHARE HOPE BLOOMS GIF + BLOOMS GAME WORD DOC)

Post 4: Let the shopping begin! Check out HOST 's link here:

or send me a message if you need my help placing an order!

TONIGHT ONLY: Spend \$65+ and receive FREE SHIPPING until midnight! Earlybird shoppers, I'll message you if you qualified 😊 (rebate via paypal/venmo). Comment or message me if you have any questions! 🌍🛒



Post 5: Thank you all SO much for joining us tonight! Extra special thank you to HOST for hosting! I can't wait to see how we will impact the world! Stay tuned TOMORROW to see who won our door prize and to see how our party is doing on working toward some giveback goals!

HOST's event will be open through the weekend, and I'll be around to answer any questions you have so please reach out at any time! 😊



RIGHT AFTER PARTY, HOSTESS POST EXAMPLE, OR WRITE HER OWN!

Thank you, Becky and thank you all for joining in! In addition to each purchase supporting the people who make each piece, we can also work together to continue giving back to our artisans in even more ways - just look at all the GOOD we can do!

SHARE GIVE BACK IMAGES

DAY AFTER PARTY

Happy Friday! I wanted you all to meet one of our artisans today! Thank you to all who have placed orders so far – LIST NAMES

Your orders are truly LIFE CHANGING! ❤️ If you have ordered and have not heard from me yet, my message might have been filtered to your message request box. 😊 And lastly, stay tuned for a little video later announcing our door prize winner and party giveback update! 🎧 You all are amazing!

If you still need to browse, here is HOSTS's link!

SHARE ARTISAN STORY PHOTO



Post 2: LIVE VIDEO (20 second clips)

1. Party giveback update
2. Door prize winner!

TWO DAYS AFTER PARTY

1: Good morning! By now, you've figured out that our artisans are the heart and soul of Trades of Hope. Every purchase directly impacts their livelihoods, like Alice here! Shout out to NAMES for your world changing purchase yesterday too! 🌍🌍🌍

One more day to shop to make a difference! [LINK](#)



2. Tomorrow is our last day! I just have to be sure to give you the opportunity to learn more about this joy job! Imagine the possibilities of world change you can do on your own terms while loving what you do in your free time! I'd love to help you explore more about it! What do you want to know? ❤️🌍🌍 Comment with a number and I'll answer your question, or message me if you'd like to chat privately as well. 🗣️



LAST DAY! (morning)

Happy last day! I love these stories of hope from right here in the United States too! Don't forget, every order also donates 10 meals to feeding America! Shout out to LIST NAMES for your orders that truly impact the lives of the people who made your products! 🙏🙏🙏 And, you all are just _____ from donating _____ 🌍💪❤️

Here is HOST's link!



HOSTESS COACHING MID-DAY

Hi, happy last day 😊 (ADD ANY PERSONAL TOUCH HERE – CLOSE TO A GIVEBACK, ETC) For online events, follow up is key - I, for one, alllllways need and appreciate reminders and you can see your list of people who have ordered in your customer center (if you can't see it let me know and I can provide with the lost of people who have ordered too!)- So, Something very helpful you can do is send short private messages to your guests who have not ordered yet. Something like:

Hi Gina--thanks so much for checking out my Trades of Hope event this weekend! I hope you loved learning about what they do. If you wanted to shop, for yourself or for some gifts, we're ending at midnight and we are so close to a solar lamp donation! These products are beautiful and are perfect pieces with meaning. Here's the link: www.tradesofhope.com/eventshare/

These messages really help with stragglers and you can edit as you see fit. The best time to send them is between 7 and 9 or so, so that the recipient can't put it off any longer 😊 BUT sending them anytime is better than not sending them at all - I've had events actually double in size because of the messages sent, so I really encourage it! Let me know if you need any help!

(Evening)

Just a few hours left and I want to make sure to shout out our hostess with the mostest one more time!! She clearly knows some really amazing people and I've so appreciated you making time to stay with us here these past few days. 🧡 Thanks for hosting, HOST!! 😊🥰🥰



HAVE YOUR HOSTESS WRITE A THANK YOU AS WELL! Sample:

Thank you SO much to everyone for being part of my hope celebration! And thank you to those who have placed an order and are continuing to help this party crush some goals!!