

Hostess coaching (a week prior to the date set)

Once a hostess sets a date to the party -

1. Determine how many Days she would like to Sponsor at Elevate Academy.
2. Once you have the goal to reach for. here's the script help with her invite list:

"With that as our goal, then we will need about 20 to 25 guests in our party.

Now for the homework 😊

Between now and Wednesday create a list of friends who are

- passionate about mission
- posted about trafficking recently
- care about orphans
- serve in ministry
- have excellent fashion sense
- have gorgeous home decor
- loves coffee

Once you have this list - next to their name write what connection they have with TOH.

Then I'll send you the invite script and the last part, you'll update for each person in the invite to be the reason why you thought of them for your party 🥰 "

Then once she sends me the list of names (or confirmed she has them), I sent her this:

Here is the template to invite your friends:

I'm doing something special next week and would love for you to join me. I'm hosting a Trades of Hope Gathering - a missional business helping those out of poverty and trafficking. There's jewelry, handbags, home decor, coffee and more! I believe you will personally like this because _____ (add why you thought of them from your list)

The gathering will run on Wednesday the 9th in the evening virtually in a Facebook messenger- would you like an invite?

And then I let her know not to be discouraged with the "Nos" -

And for the "nos" if you feel comfortable- share this with her guest that passed on the invite:

Thank you so much for getting back to me. I really appreciate it and I want to value your time. My dream for this gathering is that we will be able to sponsor X (# of days) counseling days for Survivors of Trafficking here in the U.S. If you know of someone who would be interested in this mission, would you be so kind to share my link with someone that person who came to mind?

Here is your party link: (insert link)

Party Set Up -

2 Days prior to party Date: Hostess (or partner) set up group message

Note for the partner - you can start the group message with the hostess and +1 other friend (this could be another sister in TOH or a VIP fan who loves the stories.

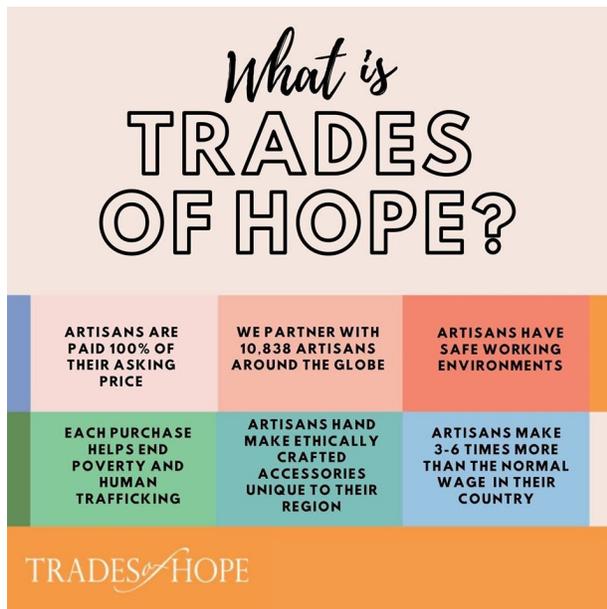
Hostess Adds all her “Yes” to this group party (including you) and posts a welcome post to the group

2 days pre-party HOSTESS POST (morning):

Good morning friends and fam! Thank you for being part of my Hope Gathering! I am so excited to introduce to you to Trades of Hope (or welcome you back if you’ve shopped with them before)! I was introduced to TOH by Stephanie and I’ve been hooked on their products ever since! I love sharing 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!

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! 🍌

(Link)



2 Days Prior to your Event - Partner Post (after Hostess Welcomes):

Pre- party Post - Partner:

Hello everyone, and welcome to our Celebration of Hope Party! 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 fair trade coffee (I love this list of ways to partner with our artisans 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!



1 day prior - partner post:

One day away from our party! I'm Stephanie, the Trades of Hope Partner who will be hosting with HOST. I live in San Diego CA, newly married, a Finance director by day, puppy mama and have been sharing HOPE (a true joy job!) for over 2 years now. I met HOST>>>>>>

How do you know HOST???
(Post fun selfie here)

Party Day (Morning)

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! My give back goal is for us to sponsor 3 days at Elevate Academy for Trafficking Survivors to receive trauma counselling, education and job skill training through this our time together! How cool is that!

Party starts right here in this group message at 6:30pm EST tonight!"

Party POST 2: Partner post (mid-late afternoon) Send a 20 second clip video – share excitement and quick glimpse of hope pieces "SEE YOU TONIGHT"

Party 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!":



START THE PARTY! Post 4:

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 - for more fun, friendship, inspiration, and all things HOPEFULL! --> <https://www.facebook.com/groups/VIPHopeShoppers>



Post 5: All of the artisans that work with Trades of Hope are given job security. This is so dignifying for our artisans and has long lasting effects than any charitable donation. They can work to provide an income for themselves, instead of living in worry for when/if the next donation will come. Check out the beautiful pieces they've created just for us from all over the world!

Which pieces catch your eye??

{{Photos of all the Spring Items here }}

POST 6 :Who wants to PLAY a game of affirmations and spreading encouragement?

Here's How to Play: Take a screenshot of this video/gif below. Then Private message me your screenshot (don't post in this thread so we can keep it streamlined) I'll respond with the prize linked to that word of affirmation and together we can pass this encouragement to those around us as well!

{{Insert Gif here}}

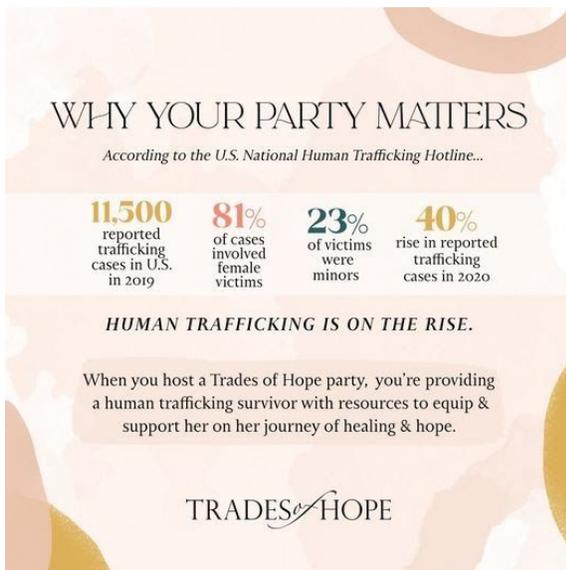
Post 7: Let the shopping begin! Check out HOST's link here: (link) or send me a message if you need my help placing an order!

TONIGHT ONLY: Spend \$50+ and receive FREE SHIPPING until midnight! Earlybird shoppers, I'll message you if your order is qualified (rebate via paypal/venmo). Comment or message me if you have any questions!



Post 8: Approaching the Hour time frame

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



Hostess post after the Party:

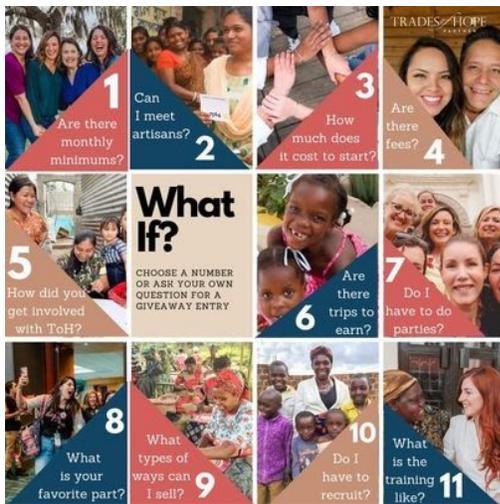
Thank you all for joining in! In addition to each purchase supporting the people who make each piece, we can also work together to continue helping others know their worth and rise up in even more ways - just look at all the GOOD we can do!

Day After the Party (morning post) -

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 late announcing our door prize winner and party giveback update! You all are amazing! If you still need to browse, here is HOST's link - (link)

20 sec winner announcement post insert here

Day After the Party (evening post) - : Tomorrow is our last day! I'd be honored to share this opportunity with you to learn more about this joy job! Imagine the direct impact you can make within the time you have, while connecting with kindred friends and loving every minute of it! 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 post):

Happy last day! I love these stories of hope from right here in the United States too!

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 Sponsoring ___ days at Elevate Academy! Here is the shopping link: (link)



Last Day post (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 the time to stay with us here these past few days. Thanks for hosting, HOST!!



A PURPOSEFUL PURCHASE

Every piece gives mothers a chance to keep & provide for their children.

TRADES OF HOPE