

7 Post Virtual Pop-Up Script (With Scripts for Before and After Event)

(3 Posts) Before POP-UP:

Post When Opening & Naming Thread:

Hey, everyone! ♥ Welcome to Megan's virtual Trades of Hope pop-up!

Trades of Hope uses fashion as a force for good™ so that YOU can help women rise out of extreme poverty and trafficking by SHOPPING accessories you LOVE. And the real value is the fulfillment you'll feel when you put your accessories on and know you've helped a woman who is leading her family out of poverty.

Asha, one of our Artisan Partners in India says, "We have a light joke in our workshop - that Trades of Hope has really given us hope!"

If standing with women by SHOPPING pieces YOU LOVE sound like something you'd be interested in, I'll see you here on Thursday at 8:30pm EST where I'll drop 7 inspirational posts for Megan's pop-up! ♥

I wanted to let you know... You being here not only helps women globally, but also helps survivors of human trafficking in the U.S.! Watch this video and give it a ♥ when you're done to be entered to win a FREE SHIPPING coupon! 🗑 [Elevate Academy Partnership \(1.5 min\)](#)



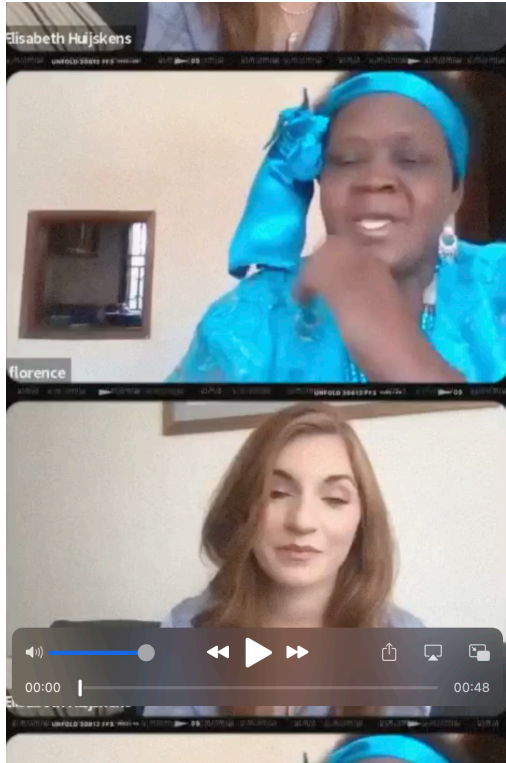
1 Hour Before:



The COUPON WINNER IS.... @spencermd!!! Thank you to everyone who played along. (You are all such supportive friends!) See you back here tonight at 8:30pm EST for Megan's pop-up!

Pre-Post 15 Minutes Before:

Friends! ♥ Settle in with your fave music and beverage – it's almost time for this pop-up to, well, POP UP! 🥰 Check out this video from one of our Artisan Partners, Florence in Uganda. She's calling us to come together and stand with women around the world! (This gets me excited every time! ♥)



(7 Posts) The POP-UP:

Pop-Up Post 1:



You may be wondering, “How can superficial shopping make a global impact for women?” I get it! Let me explain:

The problem is that millions of women around the world lack job opportunities to break cycles of poverty. This forces mothers to give up kids to orphanages, propels human trafficking, and endangers women.

The good news is we already know how to solve this! Creating safe, dignified, and fair jobs for women is proven to break cycles of poverty.

What this means for you is that when you find Trades of Hope accessories YOU LOVE, you create more jobs for women. This cycle of sustainable business breaks the cycle of poverty and changes the world, one life at a time. We couldn't do this without YOU!

Did you know? Statistically, when a woman rises out of poverty, she brings 4 more people out with her. A woman with a fair job will wisely invest her money, provide for and educate her children, and reach out to her community, too! Women like Mosmeen in India!

People around the world are not in poverty because they lack ability, but because they lack opportunity. Does standing with women by shopping accessories you LOVE sound like something you'd enjoy? If so, ❤️ this message!

Pop-Up Post 2:



Can I tell you a quick story about how Trades of Hope started?

Founders Gretchen and Elisabeth (a mother-daughter duo) were forever changed by what they saw in Haiti. Gretchen founded an orphanage there and led it for almost a decade. Elisabeth grew up going to Haiti and was forever impacted by the experience. They both saw and experienced ways in which charity work can be awkward and undignified for the recipient. The most moving realization was that most of the children being given up for adoption had living, loving relatives! They just couldn't afford to provide for their kids. Haiti is home to more than 500k children living in orphanages.

Deep down, they knew there had to be a better way to help these families. There had to be a way to keep them together.

Out of this desire for justice, Trades of Hope was born. What if instead of adopting out their children, we could create jobs for mothers to be able to raise their children themselves? Today, with your help, Trades of Hope is doing this for women in Haiti and around the world. Women like Genia:

Pop-Up Post 3:



In 2014, this mama, Genia, and her baby girl, Christnale, were in a desperate situation in Haiti.

No job, no home, no support. And Genia was at the point of needing to hand her baby over to someone else to keep Christnale alive.

She was at a point of desperation that I can't even fathom.

But as Genia walked up and down dirt roads, looking for an orphanage to take in her baby, she was offered a job. This job was making jewelry at one of our Artisan Communities in Haiti. That offer, that one moment, changed the path of Genia and Christnale's lives FOREVER.

On her first day, Genia went to work, dropped Christnale off at the on-site daycare, and then went HOME TOGETHER at the end of the day. And they have continued to do so for years. These photos show almost a decade of hopeful change. Genia is now a master potter, leads a department, and Christnale is growing strong by her mother's side. THIS is the impact of a job.

A job can transform a woman's desperation into HOPE. That's what we're doing for women and families in 15+ countries, literally ALL OVER the world. That's what you are a part of today by shopping and by having your own pop-up. It's powerful, it's real and it's FUN to be part of, because it's accomplished through beautiful accessories and home decor!

Pop-Up Post 4:

Classic & Chic



TRADES of HOPE

Bohemian & Earthy



TRADES of HOPE

Minimalist & Casual



TRADES of HOPE

Dramatic & Fun



TRADES of HOPE

At Trades of Hope, we expand the idea of what fair trade products can LOOK like. We offer styles with a modern take on fair trade, inspired by today's runways. We believe that everyone – including YOU – should be able to enjoy shopping pieces ethically made by women. That's why we have designs for EVERYONE'S personal style and taste.

Some of our Artisans have told us: They don't want purchases out of pity. Their eyes LIGHT UP when they find out women on the other side of the world LOVE to wear that they make! (Wouldn't you feel the same?) So, let me be your personal stylist and help you find pieces YOU LOVE. You can shop collections according to your style by clicking Megan's event link and opening the "New" menu! 🥰

Which style best describes YOU (or what you aspire to)?! Drop your answer in the thread! I'd love to know!

- 👔 – Classic and chic
- ☀️ – Bohemian and earthy

- 👉 – Minimalist and casual
- 💎 – Dramatic and fun

Pop-Up Post 5:



Not a jewelry person? Our line includes bags, home décor, kids items, gift boxes... and even COFFEE! ☕ If you're a coffee drinker ❤️ this message!

Coffee makes up 70% of the Guatemalan economy so we believe we can transform the entire country via the coffee industry! Sound too good to be true? I could see that! But let me explain:

Our coffee is ethically sourced from microclimates with natural pest management, and hand harvested. Each bag provides fair wages, education, gender equality, AND gives back to babies in the NICU! 🙏

★★★★★ All the 5-star reviews on our website say that it's the best coffee even self-proclaimed "coffee snobs" have tried! ☕

If you want to try some coffee that TASTES good and DOES good, check out our options under the "Home > Coffee" tab on Megan's event link! ☕

Pop-Up Post 6:

What's ONE THING YOU would do if you had some extra income?
You can earn some extra cash AND make a difference in the world! 🌍

Trades of Hope Partners earn an income by sharing Trades of Hope accessories (as easily as you saw me do in this pop-up!). And what that means for YOU is earning an extra income on a flexible schedule AND helping women out of poverty and trafficking. And the real value for you is the PEACE OF MIND that comes from having some extra cash for you and your family.

My experience as a Partner has given me... (list 3 ways being a Partner has enhanced your life).

If earning some extra cash AND making a difference is something you're interested in ❤️ this message or shoot me a DM for more info!

Pop-Up Post 7:



It's the time you've all be waiting for... TIME FIND YOUR FAVES and HELP WOMEN around the world!
🌍❤️

Shopping allows you to experience a sense of PURPOSE: that feeling of giving the perfect, meaningful gift. It's wearing something that, not only makes you feel beautiful but, has been touched, created by the hands of women are now full of hope. It's actively doing something, from right where you are, to help women rise out of poverty.

If your wish list gets kind of long... There may be a way you could receive your Trades of Hope faves for free, create MORE opportunities for the women we partner with, AND help survivors of trafficking in the U.S. Does that sound like something you'd be interested in? Like this message or shoot me a DM to learn how! ♥

I'm going to close out this pop-up in 5 days on TUESDAY. But! I'll be around if you want to message me privately with any questions. I can't wait to see what you choose and how many days of Elevate Academy we sponsor for a survivor together! Without you, Trades of Hope would just be another ecommerce store on a mission. YOU make it a MOVEMENT. ♥

Find your favorite styles here in Megan's event link! (She gets some "thank you" gifts for bringing us together, so I know you want to ensure she gets credit for it!)

<https://tradesofhope.com/eventshare/P21652/?u=influencer>

After POP-UP:

Post for Celebrating a Customer Order Example:

ARTISAN PHOTOS

Want to take a moment to shout out SPENCER! By simple shopping styles she loves, she has helped women in Guatemala experience gender equality AND supported women rescued from trafficking in East Asia. Thank you, Spencer!

As a reminder, you can shop Megan's event link through Monday to stand with women globally AND help trafficking survivors here in the U.S. ♥

👉 <https://tradesofhope.com/eventshare/P21652/?u=influencer>

Post for Hosting:

Hey friends! Thank you again for being a part of this pop-up. Did you see a design (or two) that you liked but didn't get? There may be a way you could receive your Trades of Hope faves for free, create MORE opportunities for the women we partner with, AND help survivors of trafficking in the U.S. Does that sound like something you'd be interested in? Like this message or shoot me a DM to learn how! ♥

Last Day of the Pop Up:

Hi everyone! Today is your last day to shop your favorite accessories, décor, or gifts in Megan's Pop-up! So far, this pop-up has sponsored 3 days of Elevate Academy for a survivor of human trafficking in the U.S. and help create life-changing, dignified work for women leading their families out of poverty!

Can we get to SPONSORING 5 DAYS for a human trafficking survivor? Shop your faves in Megan's event link TODAY to reach our goal AND alleviate poverty for women globally! (Also, the more you shop, the more store credit Megan gets as a thank you for getting us together! ♥)

👉 <https://tradesofhope.com/eventshare/P21652/?u=influencer>

Final Post After Pop-Up Closes- Impact of the Pop-Up:

THANK YOU GRAPHIC

THANK YOU for being a part of Megan's virtual Trades of Hope Pop-Up! Together, we have helped alleviate poverty and trafficking for women in _____, _____, and _____! AND we have SPONSORED ___ DAYS of Elevate Academy for a survivor of human trafficking in the U.S.! You have used fashion as a force for good!™ YOU have made the world a better place! Thank you!

In Your Back Pocket:

Answer to the Question, "How are the Artisans Paid?":

How are our Artisan Partners paid? This is something I would want to know if I were in your position. Check out this linked video from Trades of Hope Founder and Chief Brand Officer, Elisabeth, to learn all the details on our dignified business partnerships. Give it a ❤️ after so I know you're ready to move on!

👉 ["How much are Artisans paid?"](#)



Artisan Story Option:



Clara • Guatemala

"Thank you very much to all of you who are buying our designs. In our community, sometimes our husbands do not have jobs. We are a group of women who can work from home so we can watch our little babies at the same time. This is providing us with money every week to feed our children. We're happy that you like what we make for you and the quality of it. We are so grateful for this partnership."

TRADES *of* HOPE

While it's a beautiful country vast with culture, art, and talent, many parts of Guatemala are very male-dominated. This contributes to keeping women in cycles of poverty, abuse, oppression, + lack of education. But, because of their financial independence, the women we partner with are gaining respect, providing for their families, + becoming businesswomen.

Women like Clara!

Our Guatemalan designs include upcycled Huipil (traditional blouses worn by women), jewelry with fingerprints of the woman who made it for you, + stunning kimonos! But there's one more surprise from this beautiful country...

Pop-Up Post 7:



Erna • Haiti

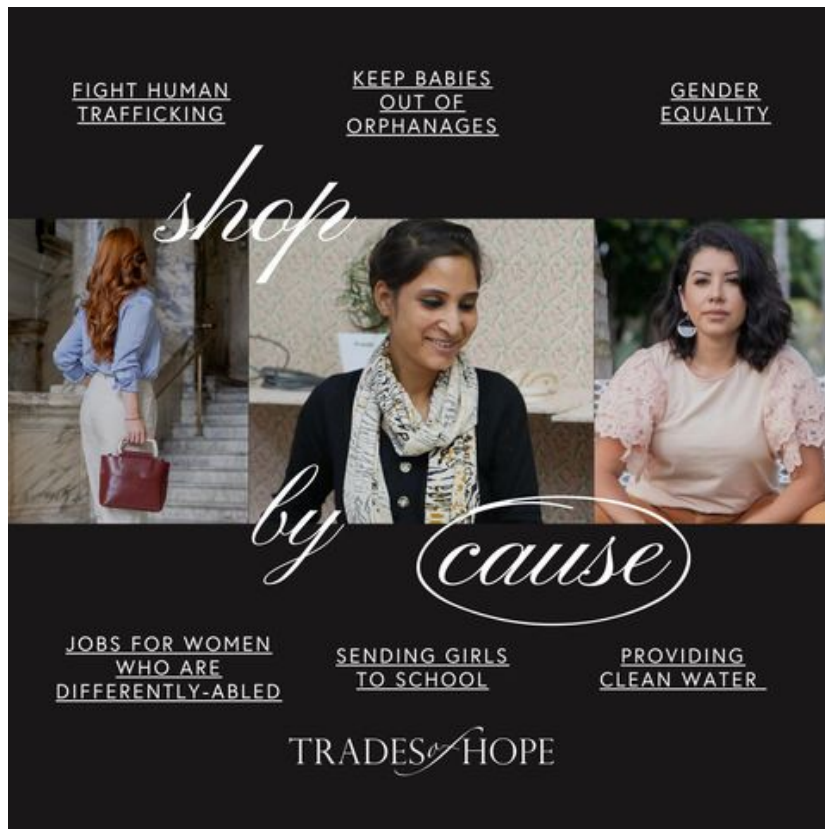
"My husband didn't have a job, and I didn't have any way to pay for school or a house for my children. I regretted having children... Then, someone told me there was a place where I could go to ask for a job. Now, I can pay for my kids' school, feed them, and pay rent. My job also helps me care for my mom and dad. We all live together in a one-room house. My dream is to own my own home where everyone has their own room."

TRADES *e* HOPE

Every workday, mothers like Erna (left) overcome extreme poverty, political unrest, and gang violence to travel to their local workshop because there is no other opportunity to earn dignified income and to keep/provide for their children.

Erna is proof that, with a fair job, women can transform their lives. If you want to stand with women like Erna in Haiti, head to Megan's event link and hit "Shop by Cause" to check out our products organized by country! 🌍

Pop-Up Post 8:



When you shop, you want it to align with the causes you care about, right? When women have jobs, EVERYONE'S lives are better. By standing with them, you're impacting causes like these to improve whole communities.

Check out the collections curated by the causes important to YOU by clicking Megan's event link and heading to "Shop by Cause." Which cause is closest to YOUR heart? ♥

- 👩 - Help Mothers Keep Their Babies out of Orphanages
- ♥ - Fight Human Trafficking
- 💪 - Gender Equality
- 👩 - Jobs for Women Who are Differently-Abled
- 👩 - Sending Girls to School
- 💧 - Providing Clean Water

I'd love to see your answer in the thread and what's important to YOU! ♥