



Etsy

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**CRAFT  
PARTY**

**DIGITAL KIT  
2015**



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**Party  
Printables**

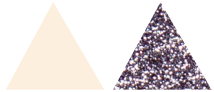


You're invited to:

Etsy

**CRAFT  
PARTY**

**2015**



**Kaleidoscope:  
Paper Taking Shape**

When:

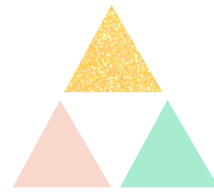
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Where:

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RSVP:

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**Kaleidoscope:  
Paper Taking Shape**

When:

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Where:

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RSVP:

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**NAME**

Favorite thing you've ever made:

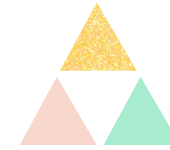
Etsy



**NAME**

Favorite thing you've ever made:

Etsy



**NAME**

Favorite thing you've ever made:

Etsy



**NAME**

Favorite thing you've ever made:

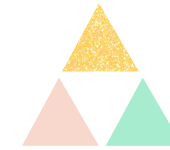
Etsy



**NAME**

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Etsy



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Etsy



**NAME**

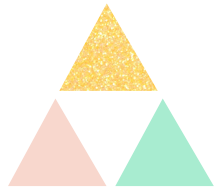
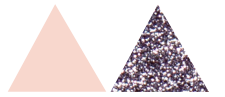
Favorite thing you've ever made:

Etsy

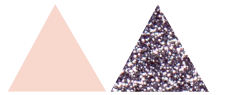




**#craftparty**

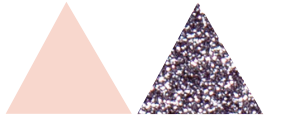


**#craftparty**





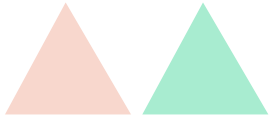
# Etsy | CRAFT PARTY



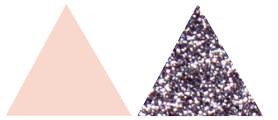
**This way**







# Etsy | CRAFT PARTY



**This way**





# Checklists & Tips



# Etsy Craft Party Planning 101

**Planning an Etsy Craft Party is a terrific way to engage your community.**

**Follow our helpful tips and get ready for an amazing time.**

## **DETERMINE YOUR IDEAL EVENT SIZE**

Some Etsy Craft Parties host five people while others host 500. Decide what feels comfortable for you and set an attendance goal. Be sure to keep your expectations manageable. If this is your first time hosting a Craft Party, 500 attendees or less is probably realistic.

## **CHOOSE A LOCATION**

Etsy Craft Parties take place everywhere from sellers' living rooms to the arch under the Manhattan Bridge. Research locations that can accommodate your desired number of guests. Consider coffee shops, bars, restaurants,

libraries, schools, museums, town halls, churches or craft supply shops. Etsy's local sponsorship guide can help you approach retailers in your community with a customized proposal to sponsor your Etsy Craft Party.

## **GATHER MATERIALS**

Etsy Craft Party projects are centered around "paper taking shape", so encourage your participants to bring paper their own paper. If you are comfortable contributing your own funds to the event, you can purchase supplies for your guests. We encourage everyone to use the sponsorship proposal to approach local businesses about sponsoring

# Etsy Craft Party Planning 101

the materials. One approach is to contact craft stores, supply shops or art schools to ask for an in-kind donation of supplies. Another is to ask a business for a monetary donation to purchase the supplies. Our guide outlines the type of community recognition you can give them as a sponsorship benefit.

## **PROMOTE YOUR EVENT**

Etsy provides an online platform where you can register your event and have guests sign up to attend. If you're planning to host a private event and want only friends and family to join, we recommend sending your Etsy Craft Party link directly. If you're planning to host

a community event, consider the following platforms for promoting your party:

- Social media (Facebook, Twitter, Instagram). Don't forget to tag your photos and posts with #craftparty and @etsy
- Local community event websites
- Community newsletters
- Retailer newsletters or message boards

# Party Tips


## Check out the following tips for making your Etsy Craft Party amazing.

- **Event decor:** Use your skills to create an imaginative and welcoming environment that sets the tone.
- **Theme integration:** How will you interpret this year's theme, Kaleidoscope: Paper Taking Shape?
- **Music:** Engage your guests on social media by asking them to request songs, or simply use your favorite playlist.
- **Refreshments:** Make sure your guests have a little something to munch on, in addition to some water or soft drinks.
- **Activities:** Of course, you'll be crafting at the party, but you might also want to plan some additional activities to enhance the fun. Games, contests and karaoke are just a few party ideas to make your event even more enjoyable.
- **Photo booth area:** Etsy encourages all hosts to create an area that can be used for guest photos. We want them to show off what they've made and post it to social media using #craftparty and @etsy
- **Favors:** Gift bags are a thoughtful addition to your event and can be customized to suit your party. Some ideas for gift bag items include baked goods, donated items from local retailers or unique handmade goods from your Etsy Team's shops. Hand out your goodie bags at the end of your event.
- **Volunteers:** Recruit a few family members, friends or team members to help the day run smoothly and give you the time to have as much fun as your guests.



# The Big Day: Your Party Checklist

- Craft project materials and tools
- Tables and chairs
- Directional signage
- Name tags and markers
- Snacks and drinks (don't forget the ice!)
- Cups, plates, napkins and utensils
- An upbeat playlist
- First aid kit (just in case!)
- Decorations
- Camera or phone with camera
- Event kit

The background is a complex collage of hexagonal tiles. The tiles vary in color and texture, including solid colors like light green, light orange, and light grey, as well as textures like gold glitter and black glitter. Some tiles contain small images, such as a gold ring, a pair of gold tweezers, and a person's hand. A large, light orange hexagon is centered on the page, containing the text.

# Promotional Instructions

# Promoting your Etsy Craft Party

**If you take the time to promote your Etsy Craft Party in the weeks leading up to June 5 and 6, you may benefit from increased attendance and interested sponsors.**

**There are a variety of options for promoting your party. Here are some ideas to get you started.**

- Make a list of people and companies in your town that can help promote your event, including local blogs, newspapers, magazines, radio stations, community organizers and local celebrities.
- Don't ignore emerging news outlets or up-and-coming bloggers; they may be happy to promote your event.
- Determine what fact about your event is newsworthy. Is this a significant anniversary for you as an Etsy Seller, Etsy Craft Party host or for your Etsy Team? Are you incorporating the community in a unique way? Do any of your guests have a compelling story that you can promote?
- Send everyone on your promotional list an invitation to attend your Etsy Craft Party, along with a personalized email (one to two paragraphs is sufficient) and a relevant photo (for instance, an image from a past Etsy Craft Party or an Etsy Team photo).
- Make sure the pitch is addressed to a specific person and that you've double-checked the spelling of his or her name.



# Promoting your Etsy Craft Party

- Promote your event on social media. Plan out your posts at the beginning of your promotional campaign to avoid over saturating your followers. Each post should have a unique message and you should always include #craftparty and @etsy. Get a few [social media tips from an Etsy expert](#).

## ETSY COMMUNITY PROMOTION

- Upload photos to [the Flickr group](#).
- Share promotional ideas with fellow hosts on the [Craft Party Team page](#).