





You're invited to:



CRAFT PARTY

2015





When:

Where:		

RSVP:



You're invited to:

Etsy

CRAFT PARTY

2015





Kal	eidosc	ope:
Paper	Taking	Shape

When:
Where:
RSVP:









#craftparty









#craftparty







Etsy CRAFT PARTY





This way





Etsy CRAFT PARTY



This way





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. Make sure 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. Think about 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 customised proposal to sponsor your Etsy Craft Party.

GATHER MATERIALS

Etsy Craft Party projects are centred 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

Etsy Craft Party Planning 101

local businesses about sponsoring the materials. One approach is to contact craft shops, 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 enable guests to 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 decorations: 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 favourite playlist.

- Refreshments: Make sure your guests have a some tasty snacks, 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 customised to suit your party. Some ideas for gift bag items include cakes or biscuits, 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 badges 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



Promoting your Etsy Craft Party

If you take the time to promote your Etsy Craft Party in the weeks leading up to 5th and 6th June, 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 organisers and local celebrities.
- Don't ignore emerging news outlets or up-and-coming bloggers; they may be happy to promote your event.
- Decide exactly what 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 personalised 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.