



Dawn Olchefske
Independent Demonstrator
401 North Shore Drive
Waverly, MN 55390
dostamping@yahoo.com
763-658-7016, cell 612-269-5540

Dear Hostess

Thank you so much for hosting a Stampin' Up!® party! I'm so excited to show you and your friends all the wonderful things Stampin' Up! has to offer. Here is some information that will be helpful to you. If you come up with any questions or need more forms/invitations – don't hesitate to give me a call!

Party Details:

Date:
Time:
Setup Time:
Place:
Theme:

FIVE STEPS TO A SUCCESSFUL PARTY

1. _____ Guests:

Hostesses often ask how they can make their workshop a success. The key is good attendance, which starts with your guest list. Be sure to invite about three times as many people as you want to attend. Typically, 1/3rd of those you invite will come. To increase attendance at your workshop, start by making a list of your friends and family. (Read "40 Guests in 40 Minutes). **DO NOT limit your invitation list to only those that you know stamp or scrapbook....you and I both started somewhere – let your friends decide if they'd like to come see what it's all about. You never know – you might just get someone new excited about it and have a new stamping friend!**

Fill out the 30 name label sheet with the addresses of the people you wish to invite. Email to me no later than 30 days prior to your workshop date. I will then print your customer invitations, attach your labels/stamps and mail for you (collecting postage due - _____after your party). **If you complete the entire sheet of 30 names AND return to me 30 days prior to your workshop date (or if less than 30 days out – within 3 days of receiving notice)... I will add-on an additional \$5.00 in hostess benefits!**

2. _____ Follow Up:

To ensure good attendance for your workshop, it's helpful to follow up with a phone call. The #1 reason guests give for missing a workshop is that they simply forgot to RSVP or they forgot the date. So it's helpful to follow up with a phone call about 3-5 days before the workshop to get a count of those who will be attending. This is a great time to remind them they can bring a friend too. I will be contacting you two days before your party to get a final guest count for your workshop to ensure I have enough supplies for each guest to make two make & takes.

3. _____ Outside Orders:

Some people will not be able to attend your workshop, but would still like the opportunity to place an order. Outside orders are a great way to increase your hostess benefits. Show them the catalog and specials, and have them complete an order form (included in this packet). Shipping is 10% and MN sales tax is calculated on the total of the ordered product plus shipping. Make sure they include their entire mailing address, phone number & email address, in case I have questions about their order. Have them make their checks payable to myself. Though, I do prefer credit card payment. An address and phone number is required for credit card purchases.

4. _____ Hostess Benefits:

You'll find a chart detailing the Stampin' Up! hostess benefit plan near the front of the current Stampin' Up! Idea Book and Catalog. Look these over before your workshop and identify which level you wish to achieve. In addition to choosing your FREE hostess stamp set, you'll earn FREE merchandise. Make up your wish list for the FREE merchandise prior your workshop. You will be selecting these at the end of your workshop. Net sales of \$150.00 qualify you for the first level hostess benefits. Net sales equals line A from the order form. If you get at least \$400 in net sales, you will qualify to receive additional hostess sets too. All your workshop and outside orders (and club sales, if you are a member) count towards your net sales total. In addition, you receive a free copy of the current Stampin' Up! Idea Book and Catalog, a hostess gift from myself and all of the projects I demonstrate at your workshop.

5. _____ Your Workshop Day:

There is no need to have a spotless house on the day of your workshop. Concentrate more on getting your guests excited about Stampin' Up! I will arrive about 30 minutes prior to setup. On average, it takes roughly 30 minutes for people to arrive, get seated, introductions, and a catalog tour. Then I demonstrate for roughly 30 minutes. This will be followed by make & takes. We end with questions, placing orders, door prize, refreshments, & socializing. Workshops generally last 2 hours. My typical workshop consists of 1-2 project demonstrations and 1-2 make & takes. As for refreshments, I have found that most people do not eat much at workshops. They are generally excited about the projects and the catalog, and prefer to stay at the table to put their order together. I would suggest offering beverages (water &/or soda) at the beginning of the workshop. Then put out a small dessert at the end of the party based on the theme of your party.

Shipping Information:

Your workshop order will ship via UPS and generally arrives 7-10 business days after I have placed the order with Stampin' Up! Once the order is placed, I will receive a tracking number and will forward that to you via email. That way you can track your order's arrival date. The entire order will be shipped to your home. It will include a Sampler Booklet and a Stampin' Up bag for each order. You will need to sort the order into the individual customer orders and deliver them to each guest on a timely basis. I'll check in with you after your order arrives to see if you need any further assistance. **PLEASE NOTE: if you are a club member having a party during your hostess month...all orders will be delivered to my home. I'll sort them and you'll pick them up from me when the club orders are ready**

Feel free to call me if you need more labels, order forms, etc. You can return any unused items to me at your workshop. I will also contact you the week of the workshop to confirm the number of guests to expect, get directions, and answer any other questions you may have.

I look forward to seeing you on your party day!

Dawn Olchefske
Stampin' Up! Demonstrator