NEST EVENT GUIDE
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**WELCOME TO NEST!**

We are excited that you are interested in hosting a party on our behalf. Included within this Event Guide are some ideas, planning advice, and policies to make your event a reality.

Please read through the following pages carefully.

We know your event will be a wonderful success & look forward to supporting you to make that happen!

Hopefully this guide will answer all of your logistical questions. If you seek additional advice, please direct questions to Julie Meyer at julie@buildanest.org.

**EVENT FINANCIAL POLICIES**

*First for the legal stuff.*

nest is not legally or fiscally responsible for any event hosted on nest’s behalf. When hosting a nest event, nest will reimburse associated costs up to 50% of the revenue earned (assuming that the donation minimums noted below are met). For example, if your event raises $500 for nest, nest will reimburse up to $250.

PLEASE NOTE: nest will only reimburse costs that are accompanied by a detailed receipt (credit card receipts will not be accepted).

There is a guaranteed minimum donation to nest for all events.

- For nest Network members, the minimum donation is $50.
- For non-nest Network members, the minimum donation is $100.
- For ANY event at which nest merchandise is sold, the minimum donation is $250.
EVENT FINANCIAL POLICIES

SAMPLE EVENT BUDGET
The following chart is an example of how you estimate revenue and costs for the event.

PROJECTED REVENUE
Your event may have several avenues for revenue generation. We have included some examples below:

- At the door donation or ticket sales (required or requested donation x estimated number of guests)
- Projected sale of nest merchandise
- Projected nest Network signups/other donations
- Projected raffle or silent auction revenue
- Other revenue (maybe you have a great money generating idea that we have not included!)

PROJECTED EXPENSES
We understand that a bit of investment must be put into an event to be a gracious host and provide for your guests. We suggest asking for donations where appropriate and keeping it simple!

- Venue
- Food and beverage
- Invitations
- Entertainment
- Other

TOTAL REVENUE – TOTAL EXPENSES = NET REVENUE*

*This example budget is meant to help you estimate reasonable costs for your event. If the actual Net Revenue does not meet the donation minimum for your event, the donation minimum will still be required as a donation to nest (we hope that this will not even be an issue – as your planning, marketing & event will be so successful!)
VENUE
- Are you hosting the event in your home?
- If not, try to secure a donated space
  - Consider: art galleries, foyers to office buildings, or back rooms in bars or restaurants

FOOD
- Decide the type of party you are hosting: dinner? cocktails? brunch? wine and cheese?
- Research recipes that match your theme.
- Consider seeking donations for food and drinks and/or places that will provide food and/or beverages at cost. Upon request, nest would be happy to provide tax acknowledgments for in-kind donations so that the generosity of philanthropic-minded venues benefit from tax deductions!
- If the event is intimate and entertains a limited audience, consider hosting a potluck and having attendees contribute some tasty fare
- Consider sticking to just wine and beer or have one signature drink – keep it simple!
  - If you have a signature drink, perhaps it can match the theme of your event or the country for which you are raising funds.

NEST MERCHANDISE
- If you are displaying and selling nest artisan product, please review the nest Inventory/Merchandise policies and coordinate with nest to ensure timely delivery.
- Consider merchandise display and make sure there is table space and linens to showcase these special items.
EVENT CHECKLIST, BY TASK

ENTERTAINMENT / DECOR
- What kind of music will you have? Perhaps set up a Pandora station to play music that relates to your theme.
- Consider including a local artist or photographer willing to showcase his or her work in a silent auction (and an added bonus if the work relates to your theme).
- Consider decorations that match the theme or country (African art, baskets, etc.).
- Review the nest marketing materials that are available to download (http://www.buildanest.com/events-documents) Make sure you leave enough time to order postcards or flyers to display. If you do not have a local printing option of choice, we recommend overnightprints.com. If nest has extra materials from another event, we will gladly send these to you.
- If you plan to show a nest online video, test your viewing method before the party.

INVITATIONS
- Review nest’s invitation suggestions that can be found later in this Event Guide.
- Send out invitations at least 4-6 weeks prior and follow-up with a reminder or two as the event date nears!

SET BUDGET
- Review the nest financial policies and create a budget from the sample provided. This will help determine the amount to spend on party-related expenses.
EVENT CHECKLIST, BY DATE

CHECKLIST 6+ WEEKS PRIOR
- Submit nest Event Contract to nest.
- Review the nest Event Guide thoroughly.
- Create and send out an event invitation via EventBrite.com or Paperlesspost.com. (Note: Eventbrite is a formal ticketing website whereby attendees pre-pay for their tickets through the site. Paperless Post is an elegant on-line invitation option. No money will be exchanged through the paperless post site. The two can be linked – explained under the Event Invitations section).
- Begin researching entertainment, recipes and event ideas.
- Seek in-kind donations of food or beverages.
- Depending on the size of the anticipated event and whether you are hosting the event individually or as a group, you may want to recruit a friend or two to help with event set up and processing of donations and merchandise sales.

CHECKLIST 3 WEEKS PRIOR
- Print marketing materials and nest brochures for display at event.
  - Have preferred documents printed locally or at overnightprinting.com.
  - Print nest Network + Donation document to display at event.
  - Print nest sign in sheet to gather contact information.

CHECKLIST 1 WEEK PRIOR
- Send email reminder to attendees and finalize expected guest list.
- If selling merchandise, determine presentation of goods.
- If showing a video, test it on your computer or television.
- Review nest talking points and formulate your heartfelt speech (it doesn’t have to be long, but your guests will want to hear about nest’s mission, your involvement, why nest resonates with you, the fundraising goal for the event, how proceeds will be used, and how guests can become involved).
- Download Square Card Reader app to your smartphone (it’s free) and familiarize yourself with the Square website (www.squareup.com) if using a computer.
- Familiarize yourself with the Event Reconciliation Form so that you know the items that you must account for/collection at your event.
- Finalize menu and drinks!
EVENT CHECKLIST, BY DATE

CHECKLIST FOR THE DAY BEFORE AND DAY OF THE EVENT

- Check to make sure you have all inventory and supplies to process orders, including:
  - nest merchandise to sell
  - Price list of merchandise or tags on items
  - Bags for purchases (optional – your call)
  - nest informational postcards, flyers, and printed materials to display (and a plan for how they will be displayed)
  - Square Card Reader(s) and a computer and/or smartphone with downloaded app to process both merchandise purchases and donations (remember to bring nest’s password and log in information in order to use the app or website)
  - Cash change (as needed)
  - Any display items needed, including tables, tablecloths, baskets, jewelry displays, etc.
- Sign-in sheets in tow to get contact information from attendees (this is very helpful and important to nest)
- nest Network and donation cards or flyers to encourage donations and recruit attendee participation in nest in the future.
- Make sure food prep is running on schedule!
- And most importantly...HAVE FUN!

CHECKLIST FOR THE WEEK FOLLOWING THE EVENT

- Send thank you to all attendees within 24 hours, with ways to get involved in nest
  - Join the nest Network, host their own event, check out the nest website for more ideas!
- Send merchandise inventory back to nest within 7 business days.
  - Count the remaining inventory and note the items returned to nest on page one of the Event Reconciliation Form
- Send the completed Event Reconciliation Form to nest via email to Samantha@buildanest.org.
CARRYING NEST MERCHANDISE: OPTIONS & POLICIES

If you choose to carry nest merchandise for sale at the event, please read the following policies and procedures:

1. Sale of merchandise at events via credit card must be processed using Square Card Readers.
2. On the Event Contract, elect whether you would like to receive a box of inventory to sell at your event. If you elect to sell nest merchandise, estimate the number of guests that will be at your event on the Event Contract.
3. nest will send you a box of product from various nest artisans around the world. nest will estimate the amount that you need based on the party details that you provide.
4. Excess product should be mailed back to nest within 7 business days following the event.

There is a minimum donation of $250 for events that include merchandise. nest will provide you with the following:

- An inventory of the merchandise you receive.
- A price list for inventory (feel free to add price tags or stickers to products if you so desire)
- Event Reconciliation Form to keep track of all inventory sales. This can be downloaded from http://www.buildanest.com/events-documents.
- A checklist of items so that you can return (or SELL!) everything
- A Square Card Reader

TAKING ORDERS

- On the Event Reconciliation Form, enter the items purchased in the section that corresponds to the method of payment (cash, check, or credit card). This can be done by hand at the event and transferred to the excel spreadsheet while finishing your reconciliation to send to nest
- When processing credit cards, please follow instructions for the Square Card Reader.
- Write down all contact information for purchasers.
CARRYING NEST MERCHANDISE: OPTIONS & POLICIES

AFTER THE EVENT

nest will provide a FedEx number for the shipment of inventory to mail remaining inventory items, Square Card Reader, excess promotional materials, Event Reconciliation Form, and money earned to nest within 7 business days following the event.

Payments processed through Square will automatically go to nest, however all transactions must be noted on your Event Reconciliation Form.

Please do not send cash. Deposit the cash into your bank account and send nest a check.

Send all checks written by event guests that should be made out to Nest Inc.

Event Reconciliation Form

Count the remaining inventory and enter the number of items to be returned to nest on page one of the Event Reconciliation Form.

Mail in copies of all expense receipts. All receipts should detail the items purchased (no credit card receipts will be accepted) and should equal total expenses reported on the Fundraising Reconciliation Form. Please note the expenses that you reimbursed using the cash received from the event (these receipts should also be mailed to nest).

Please note the required donation minimums and maximum expense reimbursement allowed.

After completing the Event Reconciliation Form, include a hard copy in your package to nest and email a copy to Samantha@buildanest.org.

Please hand out information about nest to the people who purchase or donate so that they too, may pass along the information to their friends and family in an effort to move nest and its artisans forward.
HOW TO PROCESS CREDIT CARDS: PRODUCT PURCHASES & DONATIONS

Please use the Event Reconciliation Worksheet to track all donations and merchandise sales. The information that nest needs is as follows:

- Contact information of donor/buyer
- Items sold / donations made (tickets, product, or donation)
- Item price, Total price, Donation total
- Method of payment
  - Cash, check, or credit card

For credit card processing, use a Square Card Reader (for merchandise sales AND donations)

OBTAINING A SQUARE READER
After you have sent nest your completed Event Host Contract, nest will send you a Square Card Reader at least one week prior to your event. If you have ordered nest merchandise, the Square Card Reader will be included with your product inventory.

Follow instructions below to download the Square app and process orders.

DOWNLOADING THE SQUARE APP
The Square Card Readers are supported on Apple (iPhone/iPad) and Google Android mobile devices that have a 3.5mm headphone jack.

To accept payments with Square you will need to download the app on your supported device. The app can be downloaded as follows:

- Go to squareup.com/app in the web browser on your mobile device (Safari on Apple device and Browser on Android device)
- Apple app
- Android app
- Tap Download to download the app directly to your device

Square Card Reader Log In Information:
Email: borden.samantha@gmail.com
Password: buildanest
HOW TO PROCESS CREDIT CARDS: PRODUCT PURCHASES & DONATIONS

HOW TO PROCESS CREDIT CARDS WITH THE SQUARE READER
- Open the app on your device by tapping on the square icon.
- Plug in the square reader into your headphone jack.
- Input an amount and item description (ticket, donation, etc) for your payment.
- Swipe quickly and smoothly – make sure the magnetic strip is facing the wider part of the reader.
- Once you see the signature screen, have the customer sign with their finger.
- Tap Continue and input the buyer’s email address to deliver a receipt.
- You’ll see the Thank You screen after payment is completed.

HOW TO PROCESS CREDIT CARDS USING THE ONLINE SITE
In the event your reader gets broken, lost, or hasn’t arrived yet you may still accept credit cards manually.

- Open the app on your phone by tapping on the Square icon.
- Input an amount and description of sale (donation, ticket, product, etc).
- If using an Android device press the button at the top right hand of screen.
- Click on Card.
- Enter the cc number, expiration date, and billing address of buyer. If the numbers turn red that means the credit card number was declined or was entered incorrectly.
- Click on Authorize.
- The buyer will be required to sign their name with their finger.
- Click on Continue.
- Enter buyer’s email address to deliver a receipt.
- When the sale is complete you will see the Thank You screen.
MARKETING MATERIALS AND EVENT INVITATIONS

Marketing materials are available on our online site:

MARKETING MATERIALS
nest has developed marketing materials for each of the nest 2012 communities. There are two options:

8.5 x 11 Flyers
Download PDFs to print flyers on each site for event attendees.

Postcards
Download the front & back of postcards for your event. Postcards can be ordered at overnightprints.com. The postcards measure 4 x 6. If you order postcards, please ensure that you allow time for delivery.

nest NETWORK MATERIALS
Please download the PDF or postcards about the nest Network and have them printed and available at the event. Attendees can become members of the nest Network at YOUR event! All that is required of nest Network members is a minimum donation of $100 and they receive a FREE artisan gift when they sign up!

Sign-in Sheets
Please download the sign in sheet so that attendees to your event can provide contact information. Please note: you can fill this out on behalf of your attendees if you prefer. This information is invaluable to nest. We promise not to overwhelm your attendees with nest-related communication.

Invitations
We suggest two sites for creating your event invitations. paperlesspost.com is a great option. If you are charging admission, paperlesspost.com will allow you to link to eventbrite.com to handle tickets (or you can create the invitation on eventbrite alone).
MARKETING MATERIALS AND EVENT INVITATIONS

DIRECTIONS FOR paperlesspost.com

1. Go to paperlesspost.com
2. Sign up for free and confirm membership through your email
3. Select Cards on top of the screen. nest suggests either using a PHOTO card with our “approved” photo for each site available on our site (http://www.buildanest.com/events-documents) OR, you may use a paperless post design of your choice. Our suggestions, which can be found by typing the title into ‘Search Cards’ of the paperless post site, are:
   a. Marrakesh
   b. Bombay Tree
   c. Hand Painted Bird of Paradise
   d. Mini Berlin
   e. Nest
   f. Engraved Elephant
   g. Spec in Capri
   h. Bristol Tile
4. After editing invitation, Select Next button on right side
5. You will be asked to specify the details
   a. Type of Mailing- A Card or an Invitation requesting RSVPS
   b. Specify Event Name
   c. Email Display- Your Name
   d. Fill in Event info
   e. Fill in RSVP details if applicable
6. You’ll be given a preview of the invitation, click Next.
7. Chose whether to share through email or through facebook/twitter contacts
   a. If sharing through email, you’ll be asked to fill in recipients
      i. Fill in First Name, Last Name, and Email for all Guests
      ii. When Finished, select send to all recipients
8. Once sent, you’ll be given the option to track the emails. This will allow you to see when emails are opened
What is nest?

nest is a non-profit organization that provides training and capacity building to artisans around the world, creating sustainable businesses that help empower women, alleviate poverty, and promote peace within their communities.

The fundamental goal of nest is to help artisan groups scale their businesses. We believe firmly that the best model for reducing poverty, empowering women, and ending conflict is by helping to bring economic stimulus and market access into these regions.

What countries does nest work in?

We have wide-ranging array of projects around the world, working with more than 20 artisan communities in India, Indonesia, Kenya, Togo, Swaziland, South Africa, Morocco, Guatemala, the Dominican Republic, and even here at home in Queens, NY.

What are examples of nest's interventions?

nest's interventions stem from specific needs assessments that help artisan groups and businesses pinpoint barriers to their success. From the assessments, we create fully customized plans to help reduce these barriers. Plans can include, but are not limited to tailored offerings such as English and literacy classes, nest's business training, technology grants, facility upgrades, leadership development, and retail design labs.

However, one of the biggest pieces of our mission is to encourage market access – one of the most critical pieces to long-term viability of artisan businesses. Artisan businesses are often rural and disconnected to trade hubs which minimizes their ability to access consistent orders or they lack the experience and knowledge to connect and form relationships with international buyers.
What is Maiyet?
Maiyet is a strategic partner of nest: a modern, luxury fashion brand that celebrates and honors a rich history of artisanal craftsmanship. Its collections serve as a testament to historical fabrics and heritage techniques.

How do Maiyet and nest work together? How does nest work with other for-profit companies?
nest works with Maiyet and other for-profit companies in order to secure market access for our artisans. It is this combination of nest's training paired WITH stable orders and retail relationships that lead to sustainable artisanal businesses.

It is through nest's relationships with retail and corporate partners that nest helps to establish the relationship directly between artisan groups and Western retailers, with the goal of obtaining recurring product orders for our artisan communities.

nest has no financial stake in the product orders or business transactions that take place between the artisans and retailers.

What other companies does nest work with?
Other partners include REEF flip flops, Timberland, American Eagle, FEED, and Trina Turk. And more names are added to the list every day!

How can you become involved with nest?
Joining the nest Network is the backbone of nest's volunteer participation. Members of the nest Network are charged with educating their communities about nest's mission and raising funds (if you so desire) for a specific artisan need that resonates with you. Members receive quarterly updates from nest and invitations to nest events in your area.

nest also has a Fellowship Program whereby volunteers travel to nest sites and spend a rewarding summer working directly with artisan communities.

TALKING POINTS

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CASE STUDY: MAIYET

Maiyet is a modern luxury fashion brand that is deeply committed to forging partnerships with artisans to promote self-sufficiency and entrepreneurship in developing economies. Maiyet and nest have entered into a strategic partnership in order to build capacity for artisan communities and celebrate craftsmanship as a powerful way to promote prosperity and stability throughout the world.

Maiyet is dedicated to raising funds to support nest and is committed to purchasing goods from select companies that benefit from the partnership; Maiyet publicly declared this commitment at the 2011 Clinton Global Initiative Forum. Maiyet forms long-term, non-exclusive partnerships with companies and artisans, paying fair wages and advance deposits, enabling the communities to reap the benefits of a global marketplace.

nest and Maiyet welcome partnership and support from other corporate and retailers as well as individual donors, in our efforts to elevate an emerging generation of master craftsmen.
CASE STUDY: REEF

nest’s experience working with the REEF design team in our Guatemala communities has demonstrated the wide-ranging benefits of pairing corporate retailers directly with artisans. The project has resulted in beautiful new product, effective marketing materials, long-term product orders, as well as invaluable design experiences for the communities.

In August 2011, the REEF women’s footwear designer traveled to Guatemala to spend five days working hand in hand with nest’s craftswomen. During her time in the community, the designer saw the range of available raw materials, was inspired by the local surroundings and traditional crafts, and most importantly met the artisan women and heard their personal stories. Armed with this knowledge and experience, REEF quickly designed several seasons of additional shoes and flip-flops. In turn, her visit provided the artisan women with a crucial experience: they learned first-hand from an established designer how to translate their traditional craft into marketable products for global consumers. After the workshops, the women were quickly at work refining their own designs and methods.

In REEF’s two-year relationship with nest, REEF has created at least 5 seasons of shoes from the artisan communities including flip-flops, ballet flats and moccasins. In the process, REEF has sustained employment and helped to better the lives of those living in three communities.

REEF has fully embraced their experience in Guatemala through online marketing materials and social media avenues including Facebook campaigns, a “We Heart Guatemala” advertising campaign, and allocated sections to the Guatemala artisans behind their products on the REEF website.