

EVENT HOST GUIDE



ONE PURSE

empowering dreams

the *one* Beautiful Bag Challenge

Become a **One Beautiful Bag Challenge Event Host** and help us collect designer purse donations on behalf of One Purse while you share our mission with your community.

Whether it's an event at your small business, a party at your home or local venue, or a philanthropic addition to your birthday celebration, these events inspire others to join the One Purse bag donation movement while attending your event.

You can be an individual supporter, small business owner, leader of a club, or member of a church group, and the One Beautiful Bag Challenge movement is creatively flexible to fit your volunteerism style and still meet the needs of the organization.



Why Host

A PARTY OR EVENT WITH ONE PURSE?

When you raise your hand to be a **One Beautiful Bag Challenge Event Host**, you are linking arms with us. Every bag donated through **The One Beautiful Bag Challenge** fuels **The rePURPOSE Project**, offering employment and hope to women rebuilding their lives after abuse, addiction, exploitation and trafficking. The purses are sold in our online shop and proceeds from each purchase contribute to our employment program and to the **Restore Her Dream Fund** education program, providing scholarships for vocational training, college tuition and education resources.

Purse donations create opportunities for financial independence for women reclaiming their lives.

CRITERIA FOR DONATED PURSES

In order to support the mission of One Purse, the purses we collect will ideally have a **resale value of \$50 or more**. It is important that the purses also be free of rips/tears/stains/odors, as we are only able to resell authentic brand name designer purses in good to excellent condition. Please explain the basic criteria for purses to your guests prior to the event. Although guests may still bring bags that don't meet the criteria, most will adjust their donation to fit the description you provide or provide a monetary donation instead.

We know that our Event Hosts are not authentication experts, but we ask that you do not knowingly accept knock-off bags. Some of the brand names we receive include:


VALENTINO

TORY BURCH

MARC JACOBS


LOUIS VUITTON

MICHAEL KORS


FENDI



kate spade
NEW YORK

JIMMY CHOO

DIOR

YVES SAINT LAURENT

HOW TO HOST A SUCCESSFUL EVENT

Your time is valuable and hosting an event on behalf of One Purse is a gift to us.

We will provide Event Host Resources that include:

- **Digital Host Kit:** invitation language and optional templates, logos, videos, and social media graphics and headers. This is available at onepurse.org/event-host
- **Event Host Kit:** mailed to you with resources to support your event that include:
 - Event Host Guide
 - Purse collection bag
 - Attendance Sheet
 - Ticket ID Forms
 - One Purse Info Cards
 - Pens and stickers
 - Purse kits
 - Pre-paid return shipping label

EASY STEPS TO HOSTING YOUR EVENT

Before Your Event

- Pick a date.
- Send invitations (we have templates!).
- Send reminders for your event.

Donate a Purse



At Your Event

- Guests sign in using the **Attendance Sheet**.
- Take photos of guests arriving and as they donate purses.
- Ensure each attendee who donates a purse(s) completes the form located through the QR Code above. The QR code is located on the **Ticket ID Form** for quick access. They will receive a unique Purse Ticket ID by email.
- They will write their name and Purse Ticket ID on the printed **Ticket ID Form**.
- The purse donor will place the completed **Ticket ID Form** in their donated purse(s); one ticket per donor.
- Give a testimonial and share *why* you are hosting your event to benefit One Purse.
- Show a video located in the **Digital Host Kit** (optional).
- Take a group photo!

After The Event

- Be social and share your photos on social media and tag @onepurse.
- Ship all donated purses to the One Purse Dream Studio using the prepaid shipping label. (If you choose to cover shipping costs, that helps us.)
- Once we receive your collected purses, we will acknowledge each purse donor with an in-kind donation email and a Thank You card. **As a thank you from us, YOU will receive a \$100 gift card to shop our online purse collection.**

ONE PURSE MISSION

One Purse empowers women overcoming abuse, addiction, exploitation and trafficking on their journey to wholeness and economic freedom.

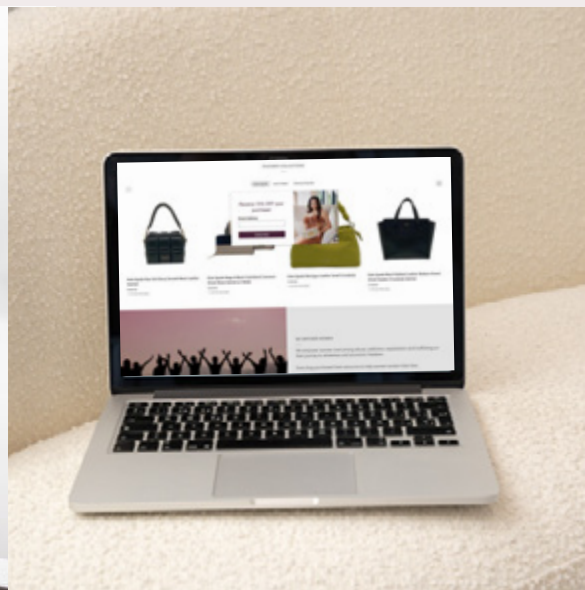
In collaboration with our strategic partners, our **Employment, Education and Empowerment programs** eliminate barriers to economic freedom for vulnerable women in our community and nationwide.

ONE PURSE VALUES

- Lead with love - for self and others
- Serve all with dignity and respect
- Celebrate beauty refined through brokenness
- Do hard things with grace and perseverance
- Remain steadfast in faith, gratitude and humility
- Collaborate for hope and freedom

One Purse is a 501(c)3 nonprofit organization, Federal Tax ID # is 45-2860786.

THE POWER OF A *Purse*



BE SOCIAL *Share Your Event!*

Help spread awareness that donating a brand name purse can change a woman's life.

AFTER YOUR EVENT: EASY SOCIAL MEDIA SHARE TIPS

- Follow @onepurse
 - Share your event photos! Don't forget to tag your friends and tag @onepurse
- Ideas of what you can share:
 - Video or post about what a purse meant to the purse donor or why they donated their bag.
 - Ask people to share what resonated with them about the One Purse mission and capture in text, photos or videos.
 - Share photos of women donating their purses.
 - Share a group photo.



Frequently Asked Questions

WHAT IS CONSIDERED A PRE-LOVED DESIGNER PURSE?

A pre-loved designer purse has a brand name with a resale value of \$50 or more.

Brands our shoppers love: *B. Makowsky, Bottega Veneta, Brahmin, Brighton, Burberry, Celine, Chanel, Chloé, Christian Dior, Cleobella, Coach, Cole Hahn, Dolce & Gabbana, Dooney & Bourke, Fendi, Frye, Furla, Gucci, India Hicks, Jimmy Choo, Kate Spade, L.A.M.B, Longchamp, Louis Vuitton, Marc Jacobs, MCM, Michael Kors, Prada, Rebecca Minkoff, Tod's, Tory Burch, Valentino, Yves Saint Laurent*

WHAT IF SOMEONE SAYS THEY DO NOT HAVE A PURSE TO DONATE?

Not everyone owns brand name purses, but they can still participate; ask them to consider giving a financial donation in place of a purse.

DO PURSE DONORS RECEIVE A RECEIPT FOR THEIR DONATION?

Yes! The **Ticket ID Form** that each guest completes allows us to know who donated the purse(s) and we send them an in-kind receipt for tax purposes.

WHAT HAPPENS TO PURSES ONCE THEY ARE DONATED?

Purse donations fuel our mission! Once a purse has been received, it is processed for online resale by women employed through our social enterprise, The rePURPOSE Project. As the donated purses are sold, the revenue is reinvested into the program to provide employment and education for more women.

WHAT IF SOMEONE SHOWS INTEREST OR OFFERS TO PURCHASE ONE OF THE BAGS COLLECTED AT THE EVENT?

When your guests donate a purse at an event, they believe the purse is going to One Purse directly. Please do your best to protect the resources that are entrusted to you for the benefit of our mission. The best response is to let them know that all purse donations are inventoried and sent to One Purse where they are rePURPOSED for resale and will be available for purchase on SHOPONEPURSE.COM soon after being received.

HOW CAN PEOPLE SHOP FOR PURSES THAT ARE BEING SOLD BY ONE PURSE?

Check out our collection at SHOPONEPURSE.COM.

HOW CAN GUESTS GIVE A FINANCIAL DONATION?

Guests may give online using this QR Code.



Give Now





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