

DFP *amani*
AMBASSADORS



amani AMBASSADORS

Become an Ambassador for Amani by hosting a Box Party for your friends, church, school...there is no limit to the possibilities!

Why?

Amani is a financially self-sustaining, long-term development organization. We provide skills training and ongoing income opportunities that cause dramatic life change for marginalized women in Africa. For 20 years now, Amani Ambassadors in the U.S. have been a huge part of making that happen, and **now is your chance to make a difference**. By selling one standard-sized box of Amani products, you can generate proceeds that will ensure that nine women are able to meet the basic needs of food, shelter and education costs for their families for an entire month!

What would I have to do?

We send you an Ambassador Box tailored to the size and type of party you are planning. It will be full of Amani's most popular items and newest designs in bags, jewelry, kitchen goods, children's items, accessories, stationary, and seasonal items. As you host your party, you provide an opportunity for your guests to purchase amazing products, hand-crafted by the women of Amani, as you share the message of peace and reconciliation. You'll be able to communicate the mission of Amani clearly and easily with the powerful stories and presentation materials that we provide.

How do I plan a successful Box Party?

We encourage Ambassadors to look for creative places and opportunities to host your box party, and we invite you to continue selling the leftover items in your community for two weeks after your event to sell as much as possible. Amani Volunteers have had great parties in venues such as:

- Craft fairs or markets (Fair Trade or otherwise)
- Church conferences or retreats
- Seasonal home gatherings highlighting gifts for parents, grads, showers, back to school, and the holidays
- Christmas in July

I'm ready to host a Box Party! What do I do next?

Email, fax, mail, or call our Ambassador Coordinator, Lyndsay Slaten. She will walk alongside you from start to finish to make sure that your party is a success. You can get a jump-start on the process by filling out and sending in the Ambassador Agreement found in this booklet with the heading "Let's Get Started!"

Lyndsay Slaten

Ambassador Coordinator

ambassador@amaniafrica.org

work phone (423) 531-6496

cell phone (423) 505-3509

fax (423) 531-6497

Mailing Address:

511 S. Hawthorne #3302

Chattanooga, TN 37404





YOUR AMBASSADOR PARTY CHECKLIST

1-3 Months Before

- Choose a date, time, place
- Make first contact with Lyndsay
- Fill out the “Let’s Get Started” page and send it in
- Create a guest list if you are sending invitations
- Look out for invitation from Lyndsay to join the Facebook community of current and former Ambassadors. Get ideas and support from people who have been there before!
- If you’re accepting credit cards at your sale, look out for the Go Payment invitation and activate within 48 hours.

4 Weeks Before

- Plan refreshments

- Contact a few friends who can help with the party
- Send out invitations

3 Weeks Before

- Look out for your box of Amani products!
- Familiarize yourself with the Amani information in this packet and on our website: amaniafrica.org
- Look up Amani ya Juu videos that you could show at your party on Youtube and Vimeo
- Nail down one friend who can take photos during your party

When your box arrives (~2 weeks before)

- Explore! Open it up, find your inventory sheet and do an inventory

count to check the numbers. Note any discrepancies on your sheet.

- Make sure you have received all of the items you need from Amani for the party
- If you’re accepting credit cards, log in with your account and give it a test run. Contact Lyndsay if you have troubles getting it to work.

1 Week Before

- Get a final RSVP headcount (if applicable)
- Plan your display

2-3 Days Before

- Prepare refreshments
- Pick up small cash to make change

1 Day Before

- Begin setup if possible
- Gather logistical items
 - Charged Phone
 - Phone charger
 - Credit Card Reader
 - Cash box/bag
 - Pens
 - Calculator
 - Notepad
 - Mirror
- Have a laptop available for online shopping with **free shipping using**

your personalized coupon code. This is useful if more than one customer wants an item, if they want to see other sizes and colors, or just browse!

- Remember to pray for your party tomorrow!

Party Day

- Give yourself a good 3 hours to set up the display--it can take time!
- Lay out brochures and contact cards
- Have doorprize cards prominently featured
- Display your “Free Shipping” table tent
- Greet guests
- Have fun!

After

- Inventory products
- Count monies
- Fill out “Returned Inventory Form”
- Gather Doorprize Cards
- Pack up box and mail back to Amani
- Email party photos to Lyndsay!
- Share what you’ve learned with other Ambassadors in the Facebook Community to help make their party a success too!

Thank you!

GOALS

of People Attending: _____ # of Doorprize cards collected: _____
(15 needed to be eligible for drawing)

// We encourage a **goal of selling 70%** of your Amani box. If you don't quite get there at your party, you are welcome to hang on to your box for up to an additional 2 weeks to extend the opportunity to share Amani with others!

// We offer **free shipping with a coupon code personalized to your party** that is valid for 2 weeks after your party. Sharing about our website option is a great goal to create a lasting relationship between your guests and Amani.

//The ultimate goal of each Amani party is to spread Peace from Above (Amani ya Juu). Being prepared to communicate how Amani does that in your own words is a great way to spread that Peace. Here is how we describe ourselves:

Amani's vision is to live out peace and reconciliation on a daily basis through holistic development and social, economic, profitable enterprise.

Write out how you will describe what Amani does in one sentence:

// _____



Lets Get Started!

AMBASSADOR INFO

Name _____
Address _____
City _____ State _____ Zip _____
Email _____ Phone _____

PARTY DETAILS

Party Date _____ Time _____ Estimated # of attendees _____
Party Concept ("Amani Meets my Church," "An Amani Evening in my Home", etc)

Attendance Demographics (i.e. women, kids, average age, etc) _____

Price range you think will suit the event: \$10-25 \$30-45 \$50+

Rank 1-6 product preferences for your box (1=most, 6=least)

Bags Children's Items Christmas Kitchen
 Jewelry & Accessories Tech/Stationary

Specific Product Requests _____

Would you like to accept credit card payments at your sale? Yes No

(must have smartphone or iPad)

This option is an easy way to offer your guests the ease of credit card payments. We will send you an invitation from Intuit.com to the email address listed above. The invitation will quickly walk you through the process of becoming an Amani Mobile Staff member. Thank you for considering this option!

HISTORY

How did you hear about the Amani Ambassador Program?

Attended friends box party Church supports Amani
 Amani Website Chattanooga Shop Visited Nairobi Center
 Referred by an Ambassador (name below) Other (specify below)

AGREEMENT

Please provide your credit card information below. As stewards of Amani products, this insurance measure is in the event that an Ambassador purposely fails to return money or remaining product.

Visa MasterCard Discover

Card number _____

Exp date _____ CVC _____

Billing Address (if different from mailing address):

_____ City _____

State _____ Zip _____

//As a trusted Ambassador for the Amani ya Juu ministry, I allow Amani ya Juu to have access to my credit card as a sign of good faith as I volunteer to sell the Amani ya Juu products on consignment. I recognize that the products placed in my care represent the livelihood of the women working at Amani ya Juu. I will stay in communication with Amani while in possession of their products.

//I will return all monies and remaining products within 14 days of my sale, unless the Ambassador Coordinator has approved a different plan.

//I understand that Amani will put no charges on my credit card unless 60 days have passed since my sale, and they have not been able to contact me to resolve issues regarding funds or property placed in my care.

Ambassador's Signature:

_____ Date _____

***Please print this page, scan, and email to ambassador@amaniafrica.org; or mail to PO Box 3302, Chattanooga, TN 37404**