



THE SEW POWERFUL

2023 SEW-A-THON FUNDRAISER

PARTICIPANT GUIDE

 **sewpowerful**

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Overview

Welcome to the 2023 Sew Powerful Sew-A-Thon Participant Guide.

The purpose of the guide is to provide the information and inspiration you need to fully participate in the 2023 Sew-A-Thon. We hope you will read through the entire guide so you can fully understand why and how we are conducting the Sew-A-Thon. We've included lots of terrific photos too.

The interactive Table of Contents (previous page) is hyperlinked to the listed sections to make it quick and easy to find exactly what you need. Don't miss the final page that has the links for enrollment and for reporting your results.

As a reward for checking out the Participant Guide, we have sprinkled at least 10 coupon codes throughout these pages. The coupons are active now and good through the end of the year. Coupons are provided by the generous companies who are sponsoring our Sew-A-Thon. As you stock up on supplies for the Sew-A-Thon, be sure to check out our sponsors first.

Ready to have some fun? Let's get started!



What Is The 2023 Sew-A-Thon Fundraiser?

Did you know that September is National Sewing Month in the United States? Sew Powerful will be joining the fun by conducting a month-long Sew-A-Thon Fundraiser to support our work in Zambia.

This is our major fundraiser of the year with funds supporting our mission in Zambia (more info on [Page 4](#)).

Our Sew-A-Thon will be a “time boxed” activity where enrolled participants will sew as many purses as they can from **September 1 through September 30**.

Our generous sponsors have donated exciting prizes to make the Sew-A-Thon even more fun (more info about prizes on [Page 5](#)).

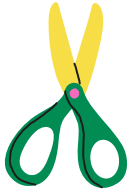
\$20 OFF THE YELLOW PROPLUS IRON



Code: SewYellow20
Expires 12/31/2023
www.oliso.com

oliso

It's Easy And Fun To Participate!



Now

Start cutting, but NOT SEWING,
Sew Powerful purses



July 24 - August 31

Participant enrollment
period. Enroll [HERE](#).



July 24 - September 30

As soon as you are enrolled, you
can send an email, text, or make
social media posts asking friends
and family to make a financial
donation to Sew Powerful in
support of your efforts. (See
[Page 10](#) for more info.)



September 1 - 30

Make purses and keep count



October 6

Last day to report your final
September purse count.
Report it [HERE](#).



October 9

Results announced, and
prizes will be awarded (see
[Page 7](#) for more info)

Why We Need Your Help

Girls who stay in school all month long are much more likely to pass their 7th grade exam, allowing them to pursue secondary education in Zambia. Failing this test ends all educational opportunities. Imagine girls missing a week of school every month because they don't have the supplies to manage their periods.

It won't take long before the girls are so far behind in their studies that they drop out of school, ending their chance for formal education, better job opportunities and hopes of breaking the cycle of poverty.

**15% OFF ELIGIBLE
PRODUCTS OVER \$150**

Code: Sew-A-Thon15
Expires 12/31/2023
www.allbrands.com



** May not be combined
with other coupons.*

Girls in Zambia are waiting for our assistance so they can attend school all month, even on their period. We've helped thousands of students, but there are many more waiting for our help. **By 2030 we hope to make our program available to all 3,800 schools in Zambia.**

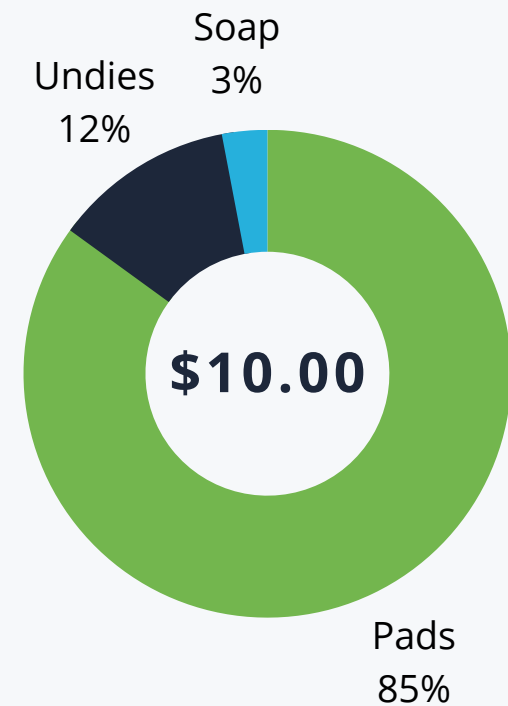


How The Funds Will Be Used

The donations your friends and family make will support our ministry in Zambia, and specifically our purse program. The approximate cost to fill one Sew Powerful purse is \$10.00. We expect to send 25,000 purses this year so our approximate annual cost for this part of the ministry is \$250,000.



**APPROXIMATE
COST TO FILL
ONE PURSE**



Prizes & Awards



Prizes & Awards

The following prizes have been donated to Sew Powerful to make our annual Sew-A-Thon Fundraiser that much more fun and that much more enticing. Follow the links to learn more about the individual prizes and the sponsors who have donated them.

GRAND PRIZES



[Bernina 500E Embroidery Machine](#)
(SRP \$4899)¹



2024 Trip to Zambia,
including airfare, lodging,
meals (Value \$4500)²



[bernette 79 Combination Sewing / Embroidery Machine](#)
(SRP \$2935)¹



[Baby Lock Celebrate Serger](#)
(SRP \$2499)

¹ Prize winner must pick up at one of 500 Bernina dealers in the US by prearrangement. Sew Powerful will assist with making the connection.
² Must be able to walk, stand, use stairs, and receive all required inoculations prior to travel. Airfare covered from one of the selected airline's North American hub airport to/from destination in Zambia.

Additional Prizes

We also have a wonderful list of additional prizes. Our sponsors would love to have you check them out!



PLATINUM

- Pixie Faire [Design Academy](#) + [Pattern Academy](#) VIP Bundle Courses (SRP \$476, quantity 12)
- [Tula Pink Ribbon Assortments](#) (SRP \$125, quantity 20)



SILVER

- [Aurifil's Italian Color Builders 36-Spool Thread Collection](#) (SRP \$525, quantity 2)
- [Infinite Aloe Baby Soft Scrub Skin Care](#) (SRP \$35)
- [Infinite Aloe Complete Skin Care Pack](#) (SRP \$75, quantity 4)
- [Infinite Aloe Gold Anti-Aging Formula Skin Care](#) (SRP \$440)
- [Infinite Aloe Nordic Mud Skin Care Mask](#) (SRP \$120)
- [Kai Scissors 3-Piece Sewing Scissors Set](#) (SRP \$50, quantity 20)
- [Sweet Pea Kits](#) (SRP \$250, quantity 4)



GOLD

- My Girlfriend's Quilt Shoppe ['Sewing with the Girlfriends' Bundle](#) Of Scissors, Tape Measure, Ruler, Rotary Cutter And Blades, Sticker, Lip Balm, Seam Ripper (SRP \$139, quantity 25)



BRONZE

- Free Admission to any open [Bag Makers Workshop](#) (SRP \$100, quantity 4)¹
- [Beezu Handmade Acrylic Pattern Template For The Sew Powerful Beginner Purse](#) (SRP \$15, quantity 5)
- [Brother RLX381 Sewing Machine](#) (SRP \$100)
- [For the Love of Geese Quilt Pattern](#) (SRP \$15, quantity 10)²
- [Home Sew](#) \$50 Gift Certificate (SRP \$50, quantity 4)
- [Premium Sewing Kit](#) (SRP \$65, quantity 2)
- [Quality Sewing & Vacuum \\$50 Gift Certificate](#) (SRP \$50, quantity 2)
- [Ugly Thimble Kit](#) (SRP \$14, quantity 5)

¹ Participation must occur before the end of 2023.

² Pattern will be obtained through a discount code for downloading. Sew Powerful will provide more information to the prize winners.

How Prizes Will Be Awarded To Individuals

1. The person who raises the most funds will have first choice among the grand prizes.
2. The person who ranks second in fund raising will select from the remaining grand prizes.
3. Everyone who raises \$500 or more will have one entry ticket for every \$500 raised. Two names will be drawn from the \$500 entries to award the remaining 2 grand prizes by random drawing.
4. Everyone who raises \$100 or more, including those who raised \$500 or more but who did not win in the \$500 drawing, will receive one entry ticket for each \$100 raised. The remaining prizes will be awarded by random drawing in descending order of value.
5. Everyone who enrolls will receive coupon codes for discounts with select sponsors, regardless of funds raised.

For the full list of contest terms and conditions, [please visit this link.](#)



Rules

1. Each prize winner can receive only one prize.
2. Groups are not eligible to receive prizes but top producing groups will be recognized.
3. \$100 is the minimum amount raised to qualify for the prize drawings.
4. All prizes are awarded by drawing a name to match a prize (except for the top two fund raisers). Prizes may not be exchanged or substituted for any another prize.
5. Donations may be made online (preferred) or by check mailed to the Yuba City office: Sew Powerful, 229 Clark Ave, Ste O, Yuba City, CA 95991. Unfortunately checks in the mail or any other donations intended for the Sew-A-Thon, not received by September 30th, will not be included in calculating the amount raised for purposes of prize eligibility.
6. State and local laws govern prize eligibility. Residents of all US states, except Rhode Island, are eligible to win any of the prizes based on meeting the above qualifications. Due to the complications of laws and regulations outside the US, our international participants are not eligible to win the prizes listed. For the full list of contest terms and conditions, [please visit this link](#).
7. Certain restrictions apply to collecting prizes as noted.

**10% OFF ELIGIBLE
PRODUCTS OVER \$100**

Code: Sew-A-Thon10
Expires 12/31/2023
www.allbrands.com



** May not be combined
with other coupons.*



Participant Recognition

The top three individual contributors and the top three groups who produce the most purses will be mailed a signed Certificate of Appreciation. They will also receive a mention during the Sew Powerful Live broadcast on October 9th. At the time you report your results, you will be able to indicate whether you are reporting your individual purse counts or reporting for a group.

Sew Powerful is grateful that you, as individual purse makers, and/or as a member of a Sew Powerful Chapter, quilt guild, church group, civic organization, student club, and other group, have elected to support the 2023 Sew-A-Thon fund raiser through purse making. There are many, many schoolgirls in Zambia praying they will receive a Sew Powerful purse with hygiene supplies so they can attend school all month long. Your efforts truly make a difference.

**5% OFF ELIGIBLE
PRODUCTS OVER \$50**

Code: Sew-A-Thon5
Expires 12/31/2023
www.allbrands.com


ALLBRANDS.com
SINCE 1976

** May not be combined
with other coupons.*

Participant Success

Strategies





✂

10% OFF ENTIRE ORDER, NO MINIMUM

Code: SEW10
Expires 12/31/2023
www.infinitealoe.com

InfiniteAloe

Communicate With Family & Friends

Sending an individual email, text or social media post is a great way to let your family and friends know about the Sew-A-Thon. Here are some sample messages. Use them as written but a little personalization will bring the Sew Powerful message to life. Remember to replace {#####} in the samples with your Participant Number you received at enrollment.

Sample Email

Hello! This is {name}.

I am involved in a very meaningful project I'm excited to tell you about. For the entire month of September, I will be sewing purses for girls in Zambia as a part of the 2023 Sew Powerful Sew-A-Thon. The purses I make, along with thousands of others, will travel to Zambia where they will be filled with soap, underwear, and reusable feminine hygiene pads for schoolgirls in impoverished communities.

Having access to these pads (a hard-to-get resource in Zambia) allows girls to attend school all month long. This greatly impacts a girl's academic performance, giving her a chance to break the cycle of poverty with a quality education. The pads are sewn by Zambian seamstresses trained and employed by Sew Powerful, providing good-paying jobs and the dignity of work for these women. This is a life-changing blessing for both the seamstresses and the girls in a country where so many struggle to escape the effects of extreme poverty. You can learn more [here](#).

Here is where you come in:

Could you make a one-time donation, in any amount, to Sew Powerful in consideration of my effort? Proceeds from the 2023 Sew-A-Thon help to fill the purses for the girls and pay our dedicated Zambian seamstresses. It actually costs about \$10.00 to fill one purse to help one girl.

A donation is easy to make. Just 3 easy steps:

1. Click the link below to open the donation form
2. Enter my 5-digit PARTICIPATION NUMBER {#####}
3. Make a donation

It's as simple as that to change the lives of women and girls in Zambia. I am competing to win one of several really great prizes, so the more funds I raise, the better my chances are of winning.

Click here to support me in the Sew-A-Thon: <https://form.jotform.com/231846254043150>

Thank you for your consideration and say a little prayer for me as I sew away in September!

Warmly,
{name}

Sample Social Media Post

For the entire month of September, I will be sewing purses as a part of the 2023 Sew Powerful Sew-a-Thon. The purses I make will be filled with soap, underwear, and reusable feminine hygiene pads so schoolgirls living in extreme poverty in Zambia Africa can attend school all month. You can learn more here: <https://www.sewpowerful.org/pages/sew-a-thon-fundraiser-2023>

Here is where you come in: Could you make a one-time donation, in any amount, to Sew Powerful in consideration of my effort? To donate, click the link below, enter my 5-digit Participant Number {#####}, and make a donation. I am actually competing to win one of several really great prizes, so the more funds I raise, the better my chances are of winning.

Click here to support me in the Sew-A-Thon: <https://form.jotform.com/231846254043150>

Thank you for your consideration and say a little prayer for me as I sew away in September! Please share my post so others can learn about our mission and maybe give me an extra boost to win a terrific prize.

In all of your posts, please tag the appropriate Sew Powerful media account:



**20% OFF ENTIRE ORDER
FROM ONLINE STORE**

Code: Sew-A-Thon2023
Expires 12/31/2023
www.swpea.com


Sweet Pea
MACHINE EMBROIDERY

** One use per customer;
cannot be combined with
other discounts.*



Tips From Our Top 2022 Sew-A-Thon Fundraisers

- Don't be afraid to ask for donations. People are truly honored to be part of such a worthwhile cause.
- People will donate because they know and love you. They may not know much about Sew Powerful but if Sew Powerful is important to you, it becomes important to them.
- Be sure to thank supporters who donate on your behalf. You will have a report with the donors' names, amounts, and words of encouragement. It will be easy for you to send a note of appreciation. You may want to ask again next year, so please let them know you are grateful for their support now.

Tips From Our Top 2022 Sew-A-Thon Fundraisers

- Send out new email messages and create new social media content once a week. Talk about it in person too. Find new people to ask. After a couple of weeks send a nice reminder to your original list with an update on your purse making progress.
- Write messages/posts with a photo of yourself with one or more of your Sew Powerful purses. These photos were extremely effective in generating donations.
- If you have accounts on multiple social media platforms, post on all of them. You never know who you might miss if you restrict your posts to just one platform.
- Ask people to share your post to expand your reach and to let a wider community learn about our Sew-A-Thon fundraiser.



 **10% OFF ENTIRE ORDER + FREE SHIPPING**

Code: shop

Expires 12/31/2023

www.kaiscissors.com/

KAiscissors.com

**QUOTABLE
SEW
POWERFUL
FACTS**



2022 SEW-A-THON RESULTS



\$35,000
Total Amount Donated



2,500
Purses Sewn in Sept 2022



15,000
Weeks of School Enabled



495
Sew-A-Thon Donors Engaged



8
Average Donors per
Sew-A-Thon Participant



MORE INFO

Frequently Asked Questions

Q. I don't sew. How can I participate?

A. You are welcome to make note cards, but you should also ask friends and family to make donations. Through your fundraising efforts you will become eligible for the recognitions available based on the financial amount your supporters have contributed to Sew Powerful.

Q. I feel awkward about asking friends and family to contribute financially. What should I do?

A. We understand it can be uncomfortable asking friends and family to donate. That's why we've been especially thoughtful in crafting the wording of the suggested message. Typically, friends and family are honored to be asked to contribute to a cause you are so passionate about. Some will give more than others but every gift counts and each is very much appreciated.

Q. How will I get the message with the wording asking for support?

A. As soon as you register, you will receive an instruction email for your use only, a second email with the suggested wording and link to make a donation, and a third email that will give you the link to your personalized progress report. Pages 14-15 also have suggested wording for emails and social media posts.

Q. Can I post my participation and ask for supporters on social media?

A. Yes, we hope you will! You will also see the example on page 15. We would encourage you to use the suggested message you will receive by return email right after you register. It will be important that your post contain the instructions and link so your social media friends and followers can support you.

And don't hesitate to post updates throughout September and include photos of the purses you make for the Sew-A-Thon fundraiser. Use hashtag: #SPSewAThon2023

Q. Should I send group emails or group texts to my prospective supporters?

A. For best results, we suggest that you send a separate message to each of your prospective supporters.

Q. Are my supporters making a donation based on the number of purses I make?

A. No. Your supporters are simply recognizing you and supporting a cause you are passionate about. Supporters give what they can; purse makers sew as many purses as they can. Each is contributing to Sew Powerful in their unique way.

Q. How will you know how many purses I make?

A. You will report your final results by October 6th. That's why it will be important to keep track of the purses you sew during September. You will find the reporting form [here](#).

Q. Should I report the number of purses I send during September or make during September?

A. You should report the number of purses you MAKE. You can send the purses during the month of September or after the Sew-A-Thon is complete. We want to track how many you make.

Q. Can I be cutting out purses now to sew in September?

A. Yes you can. We consider this a SEW-A-Thon, emphasis on sewing. You don't have to do it that way, but by having at least some of your purses pre-cut, you are certainly much more likely to sew more in September. We do ask that any purses you have started sewing before September 1, not be counted as part of the Sew-A-Thon, but please do complete them and send them in.

Q. By looking at my personalized report, I see that I have not raised enough to qualify for prizes. What can I do?

A. Before September 30th, you can personally make a financial contribution to bridge the gap between what your supporters have donated, and the amount needed to qualify for the prize you want to win. Use the Supporter's Donation Form ([HERE](#)) and enter your own Participant Number to get started.

Q. Some of my Sew-A-Thon supporters would prefer to mail a check rather than contribute online. What should they do?

A. We would be happy to accept your supporters' checks. Please have them include 'Sew-A-Thon' and your name on the memo line. Checks should be mailed to arrive by September 30th to: Sew Powerful, 229 Clark Ave, Ste O, Yuba City, CA 95991

Q. How do I handle donations of cash or checks made out to me?

A. For a gift of cash or for a check made out to you, simply endorse the check and deposit the check (or cash) into your own personal bank account. THEN go to the Supporters Donation Form [HERE](#) and enter your own Participant Number to get started. Use your own name and email address as the donor.

In the comments section you can add 'Check (or cash) from [name]'. You will actually be making a donation to Sew Powerful using your own credit card or with PayPal, but you will have the money in the bank from your supporter's donation.



Q. Can I sew and contribute as part of a Chapter or team?

A. Prizes will be awarded only to individuals; however group participation will be recognized during our Sew Powerful Live broadcast. Only one member of a group should report the group's total. Individual members of a group can report their individual purse counts and can compete for prizes through fund raising.

A hand giving a thumbs up gesture is positioned above a large pile of colorful fabric bags on a wooden floor. The bags are in various colors and patterns, including floral, polka dots, and geometric designs. The scene is brightly lit, suggesting an indoor setting with large windows in the background.

TESTIMONIALS

**Read What Our
Happy Volunteers Are Saying**

"The September Sew-A-Thon was such a great idea. And I think it may have been one of the most successful since I've been involved with Sew Powerful in 2018. It was a breeze to complete my 47 purses and I'll be one of the first to sign up next year! Such a nice idea that our generous friends and family who donated were able to leave us a personal message, too. I really love that. Thanks so much."

Linda F.

"I met my goal of sewing 30 purses this month! I've enjoyed the opportunity to raise awareness of the program, gather monetary donations, fabric donations, and even recruit some new sewists!"

Susan L.

"So grateful to my friends and family for donating; they've been very generous. So overall I'm just super happy to be involved in such an awesome cause, and with such an awesome group - thanks for all the encouragement."

Lydia L.

"I did it! 50 for the Sew-A-Thon. Oh, and each one has a sweet little charm that says: *She believed she could, so she did.*"

Natalie R.

"I met my personal goal making 100 purses and cards for September. I really had no idea if I could do that. Whew!!! Shout out to all purse makers. We are in it all together."

Candy L.

"Guess how many purses Karen sewed for Sew-A-Thon? 300!!!! She met her goal!! Karen was getting pretty weary towards the end, so we went to her house to encourage her to finish the 300. We helped with putting cards in purses and packing them up in boxes."

Judy K.

"I made 30 purses, overachieving my goal of 25. In addition to the purses sewn and the funds raised, we have really spread the word far and wide about the work Sew Powerful does. What a successful Sew-A-Thon!"

Julie W.

"I set and reached my goal of making 70 purses for my 70th birthday!! And I also got such great encouragement from my friends and family wondering how they could help me through their prayers. It was a wonderful experience for me, and I would highly recommend it for anyone who loves to sew. I found it really a lot of fun."

Chris G.





ABOUT US

Meet The Sew Powerful Leadership



Jason Miles

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Cinnamon Miles

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Esther M'kandawire

Zambia Program
Director



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Raquel Johnson

Director, Shows & Events
RaquelJ@SewPowerful.org

Contact Us / How To Enroll And Report

Email: janc@sewpowerful.org

Website: www.sewpowerful.org

Mailing Address For Sew-A-Thon Checks To Arrive By September 30th:

Sew Powerful, 229 Clark Ave, Ste O,
Yuba City, CA 95991

In the memo line include "Sew-A-Thon" plus the name of the purse maker you are supporting

Mailing Address For Purses Only:

Sew Powerful, 1040 Lincoln Rd,
Ste A, #159, Yuba City, CA 95991

Links You Will Need:

- **Enroll** in the Sew-A-Thon July 24 to August 31 [HERE](#).
- **Report** your purse counts by October 6 [HERE](#).



20% OFF ENTIRE REGULAR-PRICE PURCHASE. ONE TIME USE.

Code: [sewpowerful](#)
Expires 12/31/2023
mygirlfriendsquiltshoppe.com



my girlfriend's
{ quilt shoppe }



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