

# the honeycomb project



## DIY POP-UP SHOP

### CRAFT FOR A CAUSE

Let your imagination run wild as you craft unique handmade gifts, pot seedlings, or arrange floral bouquets. Set up shop online or outside in your neighborhood to share your creations while supporting the causes you care about.

#### STEP 1 CURATE YOUR SHOP!

Decide what you want to sell at your pop-up shop. This could be handmade crafts, vintage clothing, floral arrangements, seedlings, or anything else you're passionate about. Whether you are a master bracelet maker or novice knitter, lean into this pop-up shop as an opportunity to showcase your creative side! Don't forget to spread the fun by hosting a crafting day with your friends and family!

Here are a couple crafting ideas to get you started:

- [65+ Upcycling Projects for Kids](#)
- [57 Easy Crafts to Make & Sell](#)
- [DIY Mini Flower Bouquets](#)
- [Seedlings](#)



## **STEP 2: PICK YOUR PERFECT DATE**

From Mother's Day to school graduations, spring is a time for celebration! Choose a strategic day to open shop to up the celebration with a thoughtful touch from your creations! Mark it on your calendar, and let the countdown begin!

## **STEP 3: LOCATION, LOCATION, LOCATION!**

Seek out a bustling, high-traffic spot - a corner by the park, a busy street, or even your local market. This is where the magic will unfold! Looking to sell your products online? Try Etsy!

## **STEP 4: THE GRAND PRESENTATION**

Set up a table that radiates the joy of the budding spring season. Floral garlands, cheerful signs, and aesthetic decorations will entice all who pass by.

## **STEP 5: SPRING TO ACTION**

Rally your friends, family, and even friendly strangers! Share your passion for Honeycomb and why it matters to you! You can collect donations by asking supporters to scan the QR code on the flyer or donate directly to you via Venmo/ Zelle. Let them know that every purchase supports something truly special and near your heart- the Honeycomb Project!

# COMMUNICATION TEMPLATES

We've created a few templates to help you spread some buzz about your fundraising efforts and raise awareness for our programs. Thank you for being a Honeycomb ambassador!

## PERSONAL EMAIL

Subject: Come to My DIY Pop-Up Shop!

Hi [NAME],

I'm excited to share that I'm hosting a DIY Pop-Up Shop to raise money for my favorite local organization, The Honeycomb Project. I hope you'll stop by on [DATE] at [LOCATION] from [TIME] to check out all the handmade products I've been creating! Some items I'll be selling include [insert items you are selling].

My family and I started volunteering with The Honeycomb Project several years ago, and I appreciate the variety of projects they offer to kids addressing important issues like homelessness, food security, and environmental conservation. One cherished memory that stands out is [INSERT MEMORY OR PERSONAL TOUCH]. With every piece sold, you'll fuel Honeycomb's impactful programs.

Every year, The Honeycomb Project mobilizes over 5,000 volunteers to tackle pressing needs in Chicago, including providing coats and blankets for migrant families, serving meals to neighbors in need, and supplying books and pajamas to children in local shelters.

Thanks for your help! Every purchase and dollar make a difference. You can also donate online at [Insert your fundraising page or this donation link].

Cheers,  
[YOUR NAME]

## SOCIAL MEDIA POST

Exciting news! We're supporting The Honeycomb Project with our very own DIY Pop-Up Shop to support their year-round volunteer programs for families! Join us on [DATE] at [LOCATION] from [TIME] to check out all the amazing handmade gifts I'm selling. Follow our journey and support us if you can! [Insert your fundraising page or this donation link in bio and call to action] #DIY #HoneycombCHI #GiveBack

## PROGRESS UPDATE

Update: Our DIY Pop-Up Shop is selling out quickly! We've already [INSERT ACHIEVMENT]. It's heartwarming to see the community come together to support The Honeycomb Project's volunteer programs for families across Chicago. Keep an eye out for more updates and don't forget to donate! [Insert your fundraising page or this donation link in bio and call to action] #Spreadingjoy #HoneycombCHI #GiveBack

## TEXT MESSAGING

Hey [NAME]! Just a heads-up: our family is a DIY Pop-Up Shop for The Honeycomb Project to raise funds to support their volunteer programs for families all across Chicago. Now more than ever, it's important we come together to make a positive impact in our community. Please stop by on [DATE] from [TIME] at [LOCATION] to spread joy and cheer in Chicago, with a one of a kind gift. If you can't make it, support my campaign online here: [Insert your fundraising page].

I hope to see you there :)

# TIPS FOR SHARING

Here are a few easy tips to help supercharge your fundraising efforts and share Honeycomb with your friends and family:

## GET PERSONAL

Sprinkle some of YOU into those messages! People love a good story, so give them the scoop on how the Honeycomb Project has changed your life or the community.

## LET'S ADD SOME VISUALS

Show off the amazing work The Honeycomb Project does with some visual flair. A personal picture or video will really help your passion for Honeycomb shine through.

## SHINE THE SPOTLIGHT ON OUR HIVE

Let them know how their support makes a difference. When they see the impact you're making on Honeycomb, they'll be all in!

## KEEP IT GOING

Whether it's emails, social media posts, or texts, keep your messages clear and snappy. Catch their eye in those first few seconds! Don't forget to use a few hashtags like #honeycombproject #familyvolunteering #holidaycheerchallenge

## GIVE THANKS!

Follow up with your audience to share your gratitude and keep them in the loop with updates on your fundraising journey. Celebrate those wins together!