



# WOMEN OF HOPE

PLAYBOOK

# WELCOME

Welcome to the Women of Hope playbook! This is a step-by-step guide to understand the Women of Hope program and help you feel equipped to support this program in these essential ways.

## Here's what to expect in this playbook:

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# Let's get started.



## HEALING HANDS INTERNATIONAL

Our **mission** is to aid, equip, and empower those in need around the world in the name of Jesus Christ so they might experience God's healing grace.

Our **vision** is a world that is full of hope where physical needs are met and hearts are surrendered to Jesus Christ.

*We fulfill this mission through these programs:*



**Clean Water**



**Hunger to Harvest**



**MAGI Project**



**Women of Hope**



**Disaster Response**

## CORE VALUES

### CHRIST-CENTERED

Jesus Christ is Lord of our lives, and the ministry of Healing Hands International belongs to Him. Our love for Him compels us to love others and honor Him in what we do.

*Colossians 3:17*

### INTEGRITY

At Healing Hands International, we treat our donors, volunteers, staff, and partners at home and abroad with honesty and transparency, never compromising the truth.

*2 Corinthians 8:21*

### COLLABORATION

With a spirit of love and unity, we work with our constituents to determine how best to meet the physical and spiritual needs of those we serve.

*Romans 15:5-6*

### EXCELLENCE

We strive for excellence as measured by how well our actions and decisions conform to the most excellent example ever set: the life and teaching of Jesus Christ.

*Micah 6:8*



# WOMEN OF HOPE

## Who we are

Women of Hope is a program of Healing Hands International that seeks to strengthen women around the world through education, small business training, savings group facilitation, and microlending. We affirm that women are image-bearers of God and that they are central to replacing cycles of poverty with cycles of abundance in communities around the world. Supporters can engage with the Women of Hope program by donating, shopping from our storefront, or hosting a Hope Party to raise awareness.

Healing Hands International is blessed with many incredible staff members, local to the communities we work in. These coordinators identify villages, host trainings, minister to the women present, and follow up with resources unique to the community's needs. When you support Women of Hope, you're supporting diligent, hard-working women who make real change possible.

When women are financially empowered, they put food on the table for their families, send their kids to school, and share what they learn with their peers. Futures of hope become realities of hope.

## WHAT WE DO:

**TRAININGS:** A pillar of the Women of Hope program is the Christian Women's Business Conference. Through this training, HHI coordinators teach business skills like record-keeping, business-planning, leadership, and more. Coordinators are also equipped to share the gospel as part of their ministry.

**SAVINGS GROUPS:** Coordinators also establish Women of Hope Savings Groups. Participants come together and invest their income so that members can then apply to take out a microloan, which they return with interest. At the end of the year, members have a payout party where they receive their original investment plus the interest earned.

**MICROLOANS:** The Women of Hope program also provides microloans to groups or individuals who submit an approved business proposal. The motivation for paying the loan back is based on the principle that the loan is forever revolving, meaning women are compelled to "pass along" the loan so that their peers can also benefit.

**VOCATIONAL TRAINING:** Sometimes, HHI coordinators have the opportunity to teach new vocational skills like soap-making or sewing. Women of Hope partners with vocational schools to provide specific training to women interested in learning a new skill or trade. One of the most successful vocational schools we partner with is HHI Coordinator Prasanthi's sewing center.

**WOH STORE:** The Women of Hope Store is the bridge between artisan business owners in the countries where we work, and our faithful supporters. HHI coordinators ship the hand-made items, like baskets and shea butter products, which we sell on our website and at events. Not only do patrons of the store get high-quality, unique products, their support is invested back into the Women of Hope program, empowering more women to generate income within their communities.

# WOH

# MAP

## The Caribbean

Haiti

## Central America

Mexico

## South America

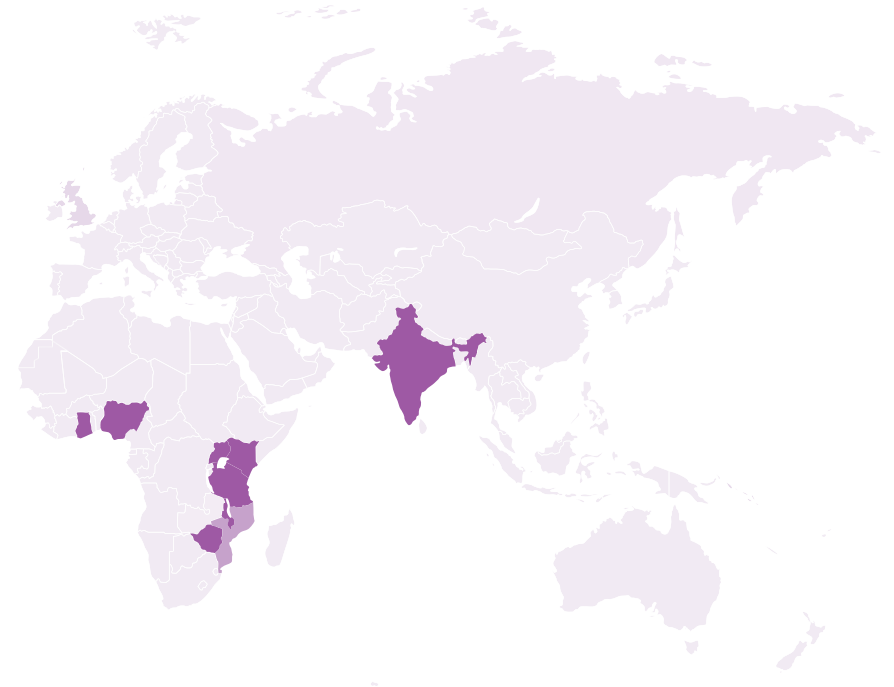
Brazil

## Africa

Ghana  
Kenya  
Malawi  
Mozambique  
Nigeria  
Tanzania  
Uganda  
Zimbabwe

## Asia

India



■ Indicates where WOH is actively making impact as of 2025  
■ Indicates where WOH has historically been active

# HOPE PARTY

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## What is it?

Hope Parties are an engaging way to learn about the Women of Hope program and share in its mission. Typically, we partner with a church, community group, or individual interested in having Women of Hope become a part of their women's event or gathering.

At a Hope Party, a Healing Hands International staff member or representative will share stories from around the world, explain how the program works, and how people can get involved.

A typical event will last about two hours, giving attendees plenty of time to learn, shop, and ask questions. Each Hope Party is tailored to the needs of the group participating.

Ideas for hosting: your or someone else's home, at a pre-planned women's event, at your church, with your book club.

## GENERAL LIST OF PRODUCTS AVAILABLE FOR THE EVENT:

- Bags
- Clothing
- Jewelry
- Shea Butter products
- Decor and Ornaments



# HOW TO:

## A STEP-BY-STEP GUIDE

- **LET US KNOW YOU WANT TO HOST A HOPE PARTY (4-6 Weeks Out—or more if you want!)**

- After you reach out, we will set up a phone or video call to walk you through the process one step at a time.
- Then, we will help you choose a date, time, and location.

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- **INVITE YOUR GUESTS (2-4 Weeks Out)**

- We will provide you with digital invites to share (2-4 Weeks Out)
- Once you invite your people, please provide us with an estimated headcount (1 Week Out)

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- **WE BRING MATERIALS**

- An HHI staff member or representative will provide a small selection of merchandise based on the size of your party.
- We will also bring display materials, videos, FAQs, and a presentation to share.

- **MEET WITH THE HHI REPRESENTATIVE BEFORE THE EVENT (Day Of)**

- Once you meet, allow time for set-up before the start of the event
- Test technology and ensure you have enough seating or table space

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- **START THE PARTY**

- To begin, let the guests mingle and interact with the merchandise
- Your HHI representative will check customers out at the merchandise table
- Your HHI representative will share information about the organization and program, through storytelling, videos, and answering any questions.

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- **CELEBRATE**

- Congratulations on hosting a successful Hope Party and making an impact in the lives of women all over the world!



# TRUNK SHOW

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## What is it?

Trunk Shows are like Hope Parties, except they are independently hosted by an ambassador of Women of Hope. The Women of Hope team will equip you with the tools you need to share an inspiring video from the field, pass out marketing materials telling the Healing Hands International story, and shop the artisan products. A typical trunk show will last about two hours, giving attendees plenty of time to learn, shop, and ask questions. Each Trunk Show can be tailored to the needs of the group or individual hosting.

Ideas for hosting: your or someone else's home, at a pre-planned women's event, at your church, with your book club.

## GENERAL LIST OF PRODUCTS AVAILABLE FOR THE EVENT:

- Bags
- Clothing
- Jewelry
- Shea Butter products
- Decor and Ornaments



# HOW TO:

## A STEP-BY-STEP GUIDE

### • LET US KNOW YOU WANT TO HOST A TRUNK SHOW

- After you reach out, we will set up a phone or video call to walk you through the process one step at a time.
  - Then, we will help you choose a date, time, and location.
- 

### • INVITE YOUR GUESTS (2-4 Weeks Out)

- We will provide you with digital invites to share.
  - Once you invite your people, please provide us with an estimated headcount.
- 

### • WE SEND YOU MATERIALS

- We will send you a small selection of our merchandise based on the size of your party
- We will send display materials, videos, FAQs, and a presentation to make telling the Women of Hope story easy!

### • HOST YOUR TRUNK SHOW

- Before the event, we encourage you to test your technology to ensure easy video and presentation sharing.
  - Set up the merchandise, giving guests easy access to seeing and interacting with the product
  - Set up display and marketing materials
  - Once the party begins, you can let guests interact with the merchandise
  - Show the Women of Hope video
  - Answer any questions; An HHI staff member or representative will be available on-call to answer any questions that may come up during your event.
  - Help guests check out through the Shopify app.
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### • CLEANING UP

- After the event, make sure you collect any leftover marketing materials
  - Package the display materials with the remainder of the Women of Hope product, and ship or deliver the products back to the HHI offices with the provided prepaid shipping label.
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### • CELEBRATE

- Congratulations on hosting a successful Trunk Show and making an impact in the lives of women all over the world!



# HELPFUL TIPS

FOR BOTH HOPE PARTIES  
& TRUNK SHOWS



- TIP #1** | Gather as many people as you can! There is no minimum sales requirement to host a Hope Party or a Trunk Show. We just ask that you get as many people there as you can. You can even encourage people to come and learn about Women of Hope, whether or not they purchase anything.
- TIP #2** | For Trunk Shows with over 20 attendees, we ask that you plan on having one or two extra volunteers to help you with the party. We make it as easy on you as possible, but checkout can be very busy (which is not a bad thing!). Training another volunteer or two will keep the checkout line moving and ensure everyone has a great time.
- TIP #3** | As the hostess, you get a special 25% discount on your orders during the Trunk Show or Hope Party. Look at the list of what we are sending ahead of time, so we can ensure you get the product you want.

# WOMEN OF HOPE WEEKEND



The Women of Hope Weekend is a conference hosted by Healing Hands International to raise awareness for the Women of Hope program. Women from all over the country gather together to fellowship, worship, and celebrate.

At the conference, attendees hear stories of transformation from the field and shop our products made by partners of the program.

If you're interested in attending our next Women of Hope Weekend, ask your HHI representative about upcoming dates or check our website.

[hhi.org/womenofhope](https://hhi.org/womenofhope)

# SPONSORSHIPS

## Giving Levels:

- **\$25/mo** = trains 30 women in basic business skills
- **\$50/mo** = Trains 60 women in basic business skills
- **\$100/mo** = Trains 120 women in basic business skills
- **One time** - These may need to be more creative i.e. Chickens, Oven, Fabric, etc.
- **\$750** a Christian Women's Business Training.
- **\$1,500** = A large group loan.
- **\$4,500** = One Loan manager (one year salary)



# CONTACT

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[hhi.org/women](http://hhi.org/women)







**HEALING HANDS**  
INTERNATIONAL