Invitation to Participate

Graduate students at the University of California, Berkeley are conducting a profit study with LuLaRoe consultants in the month of March. **The study is focused on testing whether or not offering a time-sensitive incentive, such as free shipping, for impulse buying can increase your profits.**

If you are interested in participating in or would like more information about this study, please contact the study authors **via email by Saturday, February 25, 2017:**

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Study Details
The Berkeley study seeks to investigate the effect of offering free Priority shipping for any orders with an item claimed within the first hour of the sale. The study authors believe that these incentives may increase your sales volume and profits. The best way to test this out would be during private online pop-up parties conducted via Facebook. Therefore, in order to participate in this experiment, the authors would ask that you have at least 8 private Facebook pop-ups scheduled during the month of March 2017.

To test their theory, the authors will work with you to randomly assign half of these private pop-ups to receive the free shipping offer, and the other half not to receive the offer. The authors will then compare sales from the two groups to see if the offer made any significant difference in your profits, after deducting the costs of the free shipping.

At the end of the experiment, the authors will share a detailed report and insights gained from the experiment with you, so you can decide if offering this promotion on a regular basis would be a good business decision for you. The authors will include the results from the overall experiment (including all consultants who participated) as well as the results for your personal business. Since the project is due at the end of April, you can expect to receive the results shortly thereafter.

We, the study authors, are excited about this study and hope you find the possibility of increasing your profits through these limited time offers interesting, too.

Thank you so much for your consideration!

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If you choose to participate in this study, we will help you to do the following:

1. Provide us with a list of the dates of your private Facebook pop-ups scheduled during the month of March.

2. After we provide you with the randomly-assigned pop-ups that should receive the free-shipping offer, as part of your normal set-up of the Facebook group for the pop-up, make the following Facebook post:

   "If you claim an item within the *first hour* of the pop-up, you will receive FREE Priority shipping for your entire order!"

3. For pop-ups that were *not* randomly selected to receive the offer, carry out your pop-up as you usually do. Do not make any additional offer that you have not also provided to other pop-ups included in the experiment.

4. Follow through on your offer to provide free Priority shipping for orders with an item claimed during the first hour of the sale.

5. After each pop-up ends, provide our team with a list of purchases that each customer made. Please remove any personally identifiable information (names, addresses, etc.) to protect your customers' privacy. (See format below.)

6. Also provide us with the total number of people who were in the Facebook group for the pop-up at the time it was scheduled to start, including those who did not make any purchases during this pop-up.

Consultant Name: Emily Smith	Date of Pop-Up: 03/xx/17	Total number of Facebook group members at the start of the pop-up: 54		
Customer # (indicate the pop-up hostess with an asterisk)	Total Purchase Amount (excluding Shipping/Taxes)	Number of Items Purchased	Received free shipping for items claimed within first hour?	Has this customer made a LuLaRoe purchase with you before this pop-up?
1	$25	1	No	No
2	$45	1	No	Yes
3	$61	2	Yes	Yes
4	$50	2	No	No

5*	$105	3	Yes	Yes