

PROMOTE YOUR SALE!

Here are some suggestions of ways to promote your sale. Use the ones that work for you, and be creative in generating your own ideas! Promotion is key to a successful sale, and reminders are important.

Order Promotional Materials

Free materials to help you spread the word about your sale! See the back cover of this planner. These items are listed at the top of the Order Form so you can't miss them.

Hang Posters in the Community

Hang color posters around your church or community center, and on kiosks. Ask to hang them in well-traveled areas like the post office, grocery store, bank, library, restaurants, and coffee shops in your neighborhood. We will send one to you upon receipt of your order, but you can order more!

Send out a Press Release or Announcement

Media love to hear about people doing positive things in their communities. Find the right journalist to send it to. Use your connections! Do you or anyone in your organization know a journalist? If not, call the media outlet to ask who covers community events. Use the sample press release on the opposite page, or create your own and send to your local newspaper, radio or television station at least two weeks before your sale. We suggest you start small—look for township or neighborhood media.

After you've sent the press release, call to follow-up. Tell the journalist about the mission of your sale and why you and your committee decided to host one.

Post to Local Internet Event Listings

Local community event bulletin boards or databases usually let you post an event for free on their web sites. Use the announcement on the opposite page or create your own to submit to these popular resources.

Hand Out Invitations/Bulletin Inserts

Upon receipt of your order, we will send you an invitation/bulletin insert, two to a page. Fill out your sale information, make copies and cut them. Pass them out to everyone you know and insert them in newsletters and bulletins!

Display Artisan Stories and Quotes

Give your customers the story behind the product! Artisan stories and quotes can be found on pages 8 and 9 of this planner, and more are in the catalog for you to cut out and display next to the products. You can also print stories from our web site at www.serrv.org/ArtisanStories.

Contact us if you have any questions!

We are happy to help with anything you need to host a successful sale. Feel free to give us a call if you have any questions or concerns.

“Word of mouth advertising is the best. Have people spread the word in their social circles. Several weeks in advance, we ask members of the congregation to tell their friends and family about the sale.”

-Beverly, Washington

Share our Call to Global Solidarity

Talk about it!

Catholic Relief Services partners with SERRV, a nonprofit organization, on Work of Human Hands to bring products into our hearts and homes from individuals overseas.

Artisans and farmers in developing countries need your help now more than ever. Fair Trade ensures a fair wage, a safe work place, and a connection between artisans and your community.

SERRV also donates a percentage of your purchase to the CRS Fair Trade Fund. Through the Fund, your dollars are recycled back as grants to Fair Trade producers and organizations to help expand Fair Trade opportunities

Invite a Global Fellow!

Add to the success of your sale by inviting a Global Fellow to speak at your parish! Catholic Relief Services has over 60 priests and deacons who are committed to spreading the message about our gospel call to global solidarity. Global Fellows can share the CRS story with your parish, while speaking about the connections between Fair Trade and our faith.

To invite a Global Fellow to parish or community call 410.951.7336 or email msansone@crs.org.



Mikaele Sansone/CRS

Fr. Cyrus Gallagher, a CRS Global Fellow, visits the Holy Land Handicraft Cooperative workshop.

Gather your Community!

Sample Press Release/Announcement

Customize our sample press release or announcement to reflect your own sale! Fill in the blanks and use at meetings, in front of your congregation, in email invitations, and for community calendars in print or radio.

For Immediate Release

<Date>

For more information: Sale Host, <Your Name, title and phone number>

Katy Cantrell, Catholic Relief Services Fair Trade Program Advisor

kcantrel@crs.org, 410.951.7301

<Insert Your Name or Organization> Hosts a Fair Trade Sale

You are invited to shop for beautiful and fairly traded gifts, housewares, accessories and other hand-crafted items from artisans and farmers living in developing regions by attending a Work of Human Hands Sale on <date> from <beginning time> to <ending time> in <place>. Bring your holiday gift list!

The sale is part of the Work of Human Hands program, a partnership between Catholic Relief Services and SERRV, nonprofit organizations dedicated to fighting poverty. Every purchase made at the Work of Human Hands Sale enables an artisan or farmer to better provide for the basic necessities of life, to educate her or his children, and to work in a safe environment.

You'll help artisans like A. Dowlethbee, a basket weaver who works with SERRV's partner SHARE in India. She says "Customers who buy our baskets can be a part of creating a future for us."