

# STEP BY STEP to hosting a Sale



Jim Stipe, CRS


“Hosting a sale is fun! Plus it’s a teaching tool, it’s justice oriented, and it’s a great gift-giving alternative!”

- Rick, Utah

We offer SERRV products at a 10% discount to you to help cover overhead expenses of hosting a sale. This discount is off the current retail price listed in the Fall/Holiday 2009 Catalog, excluding Divine Chocolate cases and sets, and will be reflected on your invoice. Check the Sales Agreement for more specifics.

SERRV is a nonprofit organization dedicated to eradicating poverty wherever it resides. With every handcraft you sell, you help artisans and their families to build better lives. Thank you for volunteering your time and energy!

This fall, we have introduced three new rewards to encourage your participation and show our appreciation for your efforts.

Look for the  star icons in this planner.

## 1 CHOOSE A DATE AND LOCATION FOR YOUR SALE

The earlier you start to plan, the better! When to start depends on the size of your sale. Some hosts recommend as long as 3 months to plan and organize.

Ask friends, family, an organization or a youth group to join you in planning and hosting your sale.

Consider hosting a joint sale with another church or organization, or in combination with another event. Examples include a luncheon, craft fair, spaghetti dinner, or mission project. Be sure to set a snow/rain date in case of inclement weather.

## 2 CHOOSE PRODUCTS TO ORDER

### Preselected Packages

Fast and easy! A Preselected Package is a collection of new and popular handcrafts that we select for you based on current trends and historic bestsellers. We have packages in the amounts of \$750, \$1500, and \$2500. Check out a sample \$750 Preselected Package list on page 7.

### Self-Select

Choose your own combination of handcrafts featured in the catalog. See the sample \$750 Preselected Package list on page 7 for an example of a good variety of items across categories, including products that have sold well in the past. Items priced under \$20 usually sell the best at consignment sales.

Don't forget to add promotional materials to your order! They are featured on the back cover of this planner and most are free.



## HOW MUCH SHOULD I ORDER?

The size of your order should be based on the number of people you expect to attend your sale. You can then estimate about how many will make a purchase and how much they will spend on average. For example, if 200 people attend the sale, perhaps 100 will make an average purchase of \$15.00. This scenario would suggest creating an order of \$1,500.

## 3 **SUBMIT YOUR FORMS AND ORDER**

Four to five weeks before your sale date, fax or mail in your completed Sales Agreement, Account Information and Order Form to SERRV. Please call us if you need these, or find them online at [www.serrv.org/HostASale](http://www.serrv.org/HostASale). We cannot ship orders until we have received your completed forms.

Your first order must total at least \$300.00 (before discount) of in-stock items. Shipping for orders over \$300.00 is free. Individuals must prepay.

★ **Orders of at least \$750, received at least 4 weeks before your first sale date will receive a free gift set of fair trade foods from SERRV as our thanks to you. This will ship with your order, and you can share it with your committee, use it in a raffle, or whatever works for you!**

**EZORDER INFORMATION:** We offer online ordering for customers with organization accounts. Please call Customer Service to set up an EZORDER account and password. Once you've logged in at [www.serrv.org/EZORDER](http://www.serrv.org/EZORDER), you can shop by category or use a quick order form.

Your order will be shipped from our warehouse in Maryland 2 to 3 weeks before your sale date. If we are experiencing heavy volumes, we may need to refuse your order if it is not placed at least 4 weeks before your sale date.

## 4 **PROMOTE YOUR SALE**

Promotion is crucial for a successful sale. **Upon receipt of your order, we will send you a free poster and bulletin insert/invitation template to use.** Find promotional tips on page 10, as well as a sample press release and announcement on page 11. Please call us if you need more information or materials.

## 5 **RECEIVE YOUR ORDER**

An invoice will be enclosed in your shipment. Unpack the boxes and check off the items on the invoice to ensure your order was complete. Keep the invoice on hand for use when returning any unsold products.

If there are any missing, extra, or damaged items, complete and return the Adjustment Form before your sale.

Keep the boxes, bubble wrap and paper to wrap purchases and to safely pack any unsold, returnable handcrafts after your sale.

Do not remove price tags that are attached to items. We must reattach them if items are returned and we may charge a restocking fee of 5% of the value of returned products with tags removed. We do not put the price tags directly on some items to avoid damage.

## **UNAVAILABLE PRODUCTS**

The artisans and farmers we work with around the world sometimes lack regular electricity or communication services, or travel on unpaved roads to deliver their products. These conditions can result in products being out of stock.

If an item is out of stock, it won't be included in your order and you may receive less merchandise than you expected. Here are a few ways to manage your order:

### **Call in your self-select order.**

We can suggest substitutions if an item is out of stock.

### **Check**

[www.serrv.org/inventory](http://www.serrv.org/inventory) to view the current stock of each item.

### **Check the box approving substitutes on the order form**

if you would like us to add substitutes for unavailable stock so that the order reaches your initial order value. We can add items of similar style and/or value to ensure that you receive as much merchandise as originally requested for your sale.



## ★ **Fall 2010 Artisan Tour**

**Sell more than \$1000 worth of handcrafts and your group is eligible to be chosen for an artisan visit. You must also return no more than 25% of your order, and pay for your items within 10 days of your sale to qualify. We will contact you next spring if your order met these conditions, to request your proposal for hosting an artisan. The organization which is selected for the 2010 artisan visit will be contacted in May.**



“Have someone be ready to explain to customers the concept of fair trade, if they are not familiar. Make sure to mention the different countries that the products are from and point out any artisan stories you have displayed.”

- Jeanne, Kentucky

See our talking points on page 11 of your planner!

## Sale Supply Checklist

- Tables
- Cash Box with start up change
- Calculator
- Tablecloths  
(solid colors work well)
- Garbage bags
- Pens and markers
- Paper, scissors, tape
- Camera
- Catalog (for reference and any re-orders)
- Promotional Materials
- Bags, recycled or ordered

## SET UP AND HOST YOUR SALE

Have fun setting up an attractive display, and be sure to fully unwrap at least one of every item. Consider using solid color tablecloths and putting small boxes beneath them on your table to showcase the handcrafts at different heights.

Display your promotional materials! Cut out the artisan stories on page 8 and 9 of this booklet and display them with products.

At the sale, have customers make checks payable to you or your organization. We cannot accept checks from multiple parties.

We recommend at least 3 volunteers to help at the sale—one to answer questions, one to box up purchases and one to collect money. You'll need more for a larger sale!

★ **If you order at least \$750, pay on time and return less than 25% of your total order, we will send you a \$25 gift certificate in May 2010 to use towards a future order.**

## PREPARING YOUR RETURNS

Consignment orders include a Returns Packet, which contains a Consignment Returns Worksheet. Use this to help prepare your returns and your payment due.

**Please send your returnable items back to us within 10 days after your last sale date.** Sending your returns promptly enables us to replenish our stock for waiting customers and to have accurate stock counts when planning future orders for our partners. You are responsible for paying return shipping costs and for the quality of the products until they are received back at our warehouse. We suggest that you insure your shipment.

Merchandise you return will be credited to your account as soon as your returns are processed in our warehouse. It may take us several weeks to process all returns. For prepaid orders, your credit card will be credited when your returns are processed.

## MAIL ONE CHECK PER SALE DATE

Your check should be made payable to SERRV and sent in the payment envelope provided with your order. If you have multiple sale dates, please help us by sending in a check for what you have sold on each date (with your 10% discount, this would be 90% of your total non-chocolate sales).

Please send your payment within 10 days after your sale date. Do not wait for your returns to be credited to send in your payment. If you have overpaid, we will issue a refund check. Gift certificates may not be used as payment on consignment account balances.

## CELEBRATE!

You've made a real difference to lives around the world! Please tell us about your sale by sending in your questionnaire. **We also greatly appreciate any photos of your sale**, which we may use in future consignment materials! You can also email any photos or feedback to us.