

# Easy Steps to Hosting a Sale

# SERRV

Follow this step-by-step guide to hosting a successful fair trade event!

## 1 Begin Planning your Sale.

### Choose a date and location, and send in the Sales Agreement and Account Information Form.

When to start planning depends on the size of your Sale, but the earlier the better. Some hosts recommend as long as 2 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, such as a luncheon, craft fair, spaghetti dinner, or mission project. Be sure to set a snow/rain date in case of inclement weather—if you need to keep the merchandise for another Sale opportunity, please let us know!



Join our Facebook community to share Sale plans and tips, and to ask questions.



## 2 Select Handcrafts and Place your Order.

Browse the handcrafts for your Sale in the Fall/Winter 2011 Consignment Catalog. Use the “collections” to help plan your displays. We’ve selected items based on what has sold well at Sales in the past, as well as new items that we expect to do well this year based on your feedback and product trends. **Keep your Consignment Catalog and cut out artisan stories to display at your Sale.**

Fax or mail in your completed Order Form, Sales Agreement, and Account Information Form to SERRV 4 to 5 weeks before your Sale date. We cannot ship your order until we have received your completed and signed forms.

Your first order must total at least \$300.00 (before discount) of in-stock items. Shipping for orders over \$300.00 is free. Your order will be shipped from our warehouse in Maryland 2 to 3 weeks before your Sale date.

### Order online

We offer online ordering for consignment customers with organization accounts. For your first online order, create an account at [www.serrv.org/login](http://www.serrv.org/login), then email [info@serrv.org](mailto:info@serrv.org) or call 1.800.423.0071 to request access to your pricing and payment terms.

### How much should I order?

Estimate the number of people expected to come to your sale and make a purchase.

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.

Your order should not exceed your estimated attendance by more than 25%.

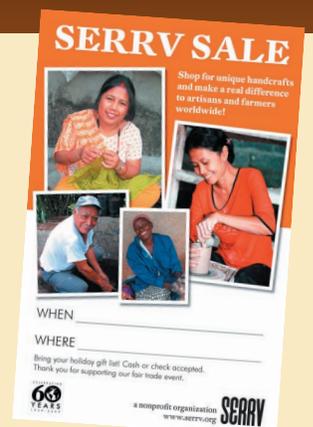
## 3 Promote the Sale in your Community.

### Use the free materials included in your Promotional Kit!

Upon receipt of your order, we will send you a free Promotional Kit that includes:

- 11x17" color poster
- Bulletin insert/invitation template
- Tips for successful promotion
- Sample press release and announcement

Order additional materials featured on the back of the consignment catalog. Please call us at 1.888.243.4423 or email [marketing@serrv.org](mailto:marketing@serrv.org) if you need any more images or information about artisans and products!



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## Receive your Order and Host your Sale!

Check off the items on your enclosed invoice to ensure your order was complete. Keep it on hand for use when returning any unsold products.

Missing, extra or damaged items? Send us the enclosed 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.

Please 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.

### Set up an attractive display, and use your Sale Kit!

Included with your order is a Sale Kit, including:

- Display Tip Sheet
- Artisan Story postcards (don't forget to cut out and display the stories in the catalog, too!)
- 20 Gift Cards
- Catalog Sales order form
- Extra Catalog



Have customers make checks payable to you or your organization. We cannot accept checks from multiple parties.

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## Send any Consignment Returns and your Payment back to SERRV, and Celebrate!

Included with your order is 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 from our artisan partners. You are responsible for paying return shipping costs and for the condition of the products until they are received back at our warehouse. We suggest that you insure your shipment.

Your return will be credited to your account as soon as your returns are processed in our warehouse. It may take us several weeks or more to process all returns. Please pack neatly and carefully so items are not tangled or damaged, and to help us expedite returns processing. For prepaid orders, your credit card will be credited when your returns are processed.

### Mail one check per Sale Date

Make your check payable to SERRV and send it in the payment envelope provided with your order, within 10 days after your Sale date. If you have multiple Sale dates, please help us by sending in a check for what you have sold on each date. Remember—chocolate cases do not receive the consignment discount.

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



### Celebrate the difference you've made to artisans and their families around the world!

You've made a real difference to lives of artisans and their families around the world! Please tell us about your Sale by sending in your questionnaire. We 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 at [marketing@serrv.org](mailto:marketing@serrv.org).