

Step-by-Step Guide to Hosting a Fair



We offer SERRV products at a 10% discount to you to help cover overhead expenses of hosting a Fair. This discount is off the current retail price listed in the Spring/Summer 2011 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!

1. CHOOSE A DATE AND LOCATION FOR YOUR FAIR

The earlier you start to plan, the better! When to start depends on the size of your Fair. 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 Fair.

Consider hosting a joint Fair with another church or organization, or in combination with another event, such as a luncheon, craft fair, pot luck 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 Fair opportunity, please let us know!

Please tell us your Fair date by emailing marketing@serrv.org or by calling 888.294.9660.

2. CHOOSE PRODUCTS TO ORDER

\$750 Preselected Package

Fast and easy! Our \$750 Preselected Package is a collection of new and popular handcrafts that we select for you based on current trends and historic bestsellers. **See a sample preselected package list in your packet or online. If you feel you'll need a larger package, contact us.**

Self-Select

Choose your own combination of handcrafts from the catalog. See the sample Preselected Package list on page 5 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 Fairs.**

Your order can be a combination of a preselected package and additional items that you choose yourself.

Add free Promotional Materials to your order!

See the flyer in your packet to include materials about the LWR Handcraft Project to your order.



Sample \$750 Preselected Package available this spring.
See list in your packet or online.

UNAVAILABLE PRODUCTS

The artisans and farmers we work with 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** 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 Fair.

HOW MUCH SHOULD I ORDER?

The size of your order should be based on the number of people you expect to attend your Fair. 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 Fair, 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 this estimate by more than 25%.

3. SUBMIT YOUR FORMS AND ORDER

Four to five weeks before your Fair 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. We cannot ship orders until we have received your completed forms. Individuals must prepay.

- 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 Fair 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 Fair date.

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, you can shop by category or use the EZORDER form.

4. PROMOTE YOUR FAIR

Promotion is crucial for a successful Fair. **Upon receipt of your order, we will send you a free Promotional Kit that includes a poster and bulletin insert/invitation template to use.**

Find promotional tips online. 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 Fair.

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

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.



6. SET UP AND HOST YOUR FAIR

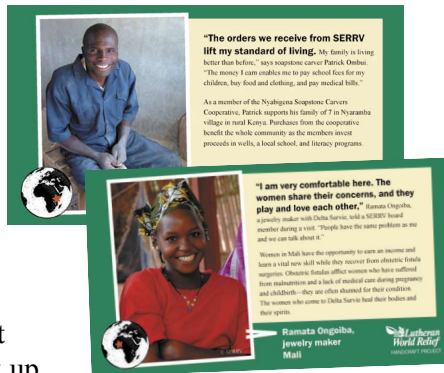
Have fun setting up an attractive display, and be sure to fully unwrap at least one of every item. Consider using solid color tablecloths and putting small boxes beneath them on your table to showcase the handcrafts at different heights.

Use your Fair Kit!

Included with your order is a kit of materials that will help make your Fair successful. These include a set of Artisan Stories to display with products on the table, a set of 25 gift cards to include with gift purchases, 5 LWR Handcraft Project brochures, an extra catalog, and a catalog sign up sheet.

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

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



Artisan Stories in your Fair Kit

Fair 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

7. PREPARING YOUR RETURNS

Also 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 Fair 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. For prepaid orders, your credit card will be credited when your returns are processed.

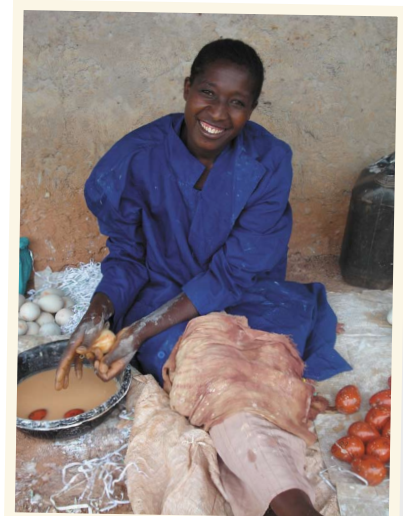
8. MAIL ONE CHECK PER FAIR DATE

Make your check payable to SERRV and send it in the payment envelope provided with your order, within 10 days after your Fair date. If you have multiple Fair 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 Fairs).

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.

9. CELEBRATE!

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



Your Fair supports SERRV partners around the world, like this soapstone artisan in Kenya.