

Tips for hosting a sale



Give your table height:

- Use anything you have like wooden or plastic crates stacked on each other.
- Stack them facing in slightly different directions and varying heights. Put things inside the cubby holes and also on top of the tallest crate (something like a backpack or bag, stuffed to make it stand up and be filled out, works well on the top).
- Or flip the crates upside down and just use them to put something on top of it.

Expand your space

- Bring a coat rack and put it behind or to the side of your table to add space and give it more height. Hang stuffed bags/purses and the funky monkeys are great to hang from these, too. If your organization has a small rolling coat rack, it works well for shawls – you can fold them on pants hangers, or drape them on nice padded hangers.
- Bring a folding chair or two and you can sit cardboard boxes that you cover with plain fabric on these.
 - Stuffed animals work well piled up in this space covered boxes.
 - You can also put baby blankets over the back of the chair

Table Essentials

- Baskets are great for bookmarks, friendship bracelets, coin purses, ornaments, etc. If you have a small table sized Christmas tree, you can fill it with ornaments.
- Have a hand mirror available for people to use when they're trying products on.
- Having props like wine bottles or pillow forms to make your products more appealing.

Table placement

- Try to group the *Shipibo* and *Manta* products together
- Then it often works well to group products by category – jewelry, baby products, ornaments, literature (flyers, bible studies, brochures, and e-newsletter sign up)
- If you have them, put up the 5.5" x 8" info cards in plastic displays with each grouping (*Shipibo*, *manta*, *knit*, *jewelry*, etc)

Random Pointers

- Finger puppet sets: Take at least one out so people can touch them.
- Don't feel like you have to put everything on the table all at once! It looks much better when it's not completely cluttered. You can pull new products out when things start to sell and the table opens up or rearrange/change products every few hours.
- If you remember, ask people to sign up for PJT's e-newsletter (usually there's so much going on that this is easy to forget. But if people are walking by you can say something like "Would you

like to sign up for our e-newsletter to receive updates, information about artisans and discounts on products?")

- Don't worry about having things folded perfectly – it's good to have them "invitingly messy".

Things to bring

It helps to put all of these things inside a bag or box so that everything is in one place.

For display:

- Masking & Scotch Tape
- Scissors
- Black Sharpie
- Mirror
- Plain index cards for product description and price – fold into a tent and then place next to your display
- Fabric to cover tables and risers
- Sewing Pins

For checkout:

- Calculator
- Receipt Book
- Credit card slips
- Clipboard
- Pens
- Sign indicating that checks should be made payable to: your designated group
- Change (About \$70 in change seems to work well. 4 10's, 4 5's, 9 1's and 4 quarters.)
- TV Tray or card table – you can put your money and checkout items on this behind the table so it's easier to write