



AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF ONTARIO
SOCIÉTÉ ONTARIENNE DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE

CRAFT SALES

GENERAL DESCRIPTION:

The advantage of a craft sale over other kinds of merchandise sales, is that it enables your Chapter to offer one-of-a kind items rather than competing against commercial retailers, who are often in a position to offer mass-produced goods at prices far lower than the average charitable organization can manage. Increase your inventory by holding a series of craft nights in which participants learn new crafts while producing items for your sale.

RESOURCES REQUIRED:

- A high-traffic event or venue with which to associate your sale (sidewalk sale in mall)
- A wide selection of donated crafts to sell
- A facility to house monthly craft nights
- A craft instructor
- Craft-making tools and materials
- Storage for craft items before sale
- Volunteers to make and sell crafts
- Large tables to display merchandise
- Chairs for sellers and cashiers
- Large boxes and newspaper for storing items
- Labels, bags, receipts
- A cash box and float
- ALS banner, posters, flyers, balloons

PRE-EVENT ACTIVITIES:

- Recruit instructor to lead monthly craft nights
- Secure facility for craft nights; it should have good lighting and enough tables and chairs to seat everyone
- Schedule craft nights; each one will feature a different craft
- Make a list of materials required for each session
- Contact retail and wholesale craft suppliers as well as Chapter members for donations of materials
- Recruit volunteers to make crafts
- Craft nights should commence 10-12 months before sale to allow plenty of time to build up inventory
- Schedule sale; it should be held in conjunction with another high-traffic event
- Recruit volunteers to run sale
- Arrange for tables and chairs for your sale

PRE-EVENT ACTIVITIES CON'T:

- Make signs
- Issue PSAs and press release
- Make inventory list
- Price sale items and pack for transport to sale
- Follow up with volunteers

EVENT ACTIVITIES:

- Set up tables and chairs
- Arrange merchandise
- Put up ALS banner and posters
- Ensure that cash box, float, bags and other supplies are on hand
- Have at least two volunteers on duty at a time, working in 2 – 4 hour shifts
- Record all sales (item, price)

POST-EVENT ACTIVITIES:

- Count and record inventory
- Remove cash to safe place
- Store remaining items and supplies for next sale
- Return borrowed items
- Send thank-you notes to volunteers and donors
- Finalize accounting

TIPS FOR SUCCESS:

- Although the pre-Christmas months are thought to be the best months for craft sales, bear in mind that competition during these months will increase accordingly. Therefore, do not automatically schedule your sale for this period, without doing your research. If there are already too many large craft sales scheduled, you may wish to hold your event at another time. For example, a “Christmas in July” type event may appeal to those who like to get their Christmas shopping done early.
- If your sale will be held in conjunction with another event, ensure that your sale is publicized in the promotion pertaining to that event.
- Do not under-price your crafts. Research pricing in local craft boutiques and at other craft sales, and make your own prices comparable or slightly lower.
- Track sales to determine which items are best sellers and which sell poorly: alter your craft-production accordingly.
- Include items of a wide variety of price ranges. Have a few high-priced items on hand as well as higher quantities of low-cost items.
- Consider offering a minimum purchase incentive at your sale. Items that would sell for a few dollars on their own may make more money for your sale if they are offered for free with a minimum purchase.

FOR FURTHER INFORMATION:

The ALS Society of Ontario, 265 Yorkland Boulevard, Suite 300, North York, Ontario
M2J-1S5 1(866) 497-8545