

How to Promote Your Serrv Sale in 10 Steps

One Month Before Your Sale

Step 1: Create a sales goal

Help motivate your community by creating a sales goal!

Step 2: Create the event

Add the event to your organization's website (on the event calendar *and* the homepage using a banner ad), and create a Facebook event page. Include why you're having your Sale, and who or what you're raising money for.

Step 3: Announce the event

Submit a [press release](#) to local media and share your event on social media! Be sure to submit your event to public calendars as well (e.g., newspapers, magazines, broadcast, chambers, churches, etc.). Don't forget to display [flyers](#) and [sale posters](#) around town at restaurants, grocery stores, coffee shops, libraries, churches, work breakrooms, and other popular venues.

Two Weeks Before Your Sale

Step 4: Send a "Save the Date"

[Email](#) your network and encourage them to spread the word to others! You can even attach a [Serrv flyer](#) and encourage your friends to display them around town or share with co-workers and neighbors. This is also a good time to insert flyers in your church programs too!

Step 5: Set up a Serrv & Earn Custom Web Link

Often friends and family live out of town or are unavailable during your big event. By adding Serrv & Earn to your sale, you can send a [custom web link](#) via email to your network encouraging them to shop online. They can continue to shop one week after your sale, whether they were able to attend or not and access more than 1,000 Serrv handcrafts and fair trade foods. In addition to supporting artisans living in poverty, 20% of every sale will go back to your nonprofit.

Remember to order [Serrv & Earn Cards](#) to share with friends when you set up your custom link.

One Week Before Your Sale

Step 6: Announce that your sale is one week away!

Post a reminder on social media and email your network. Beg them to share your event with anyone who will listen! Display a chalkboard sign at the sale location all week (include the date!). We recommend posting one handcraft daily (along with its [positive story of change](#)) on social media until the sale ends. This is a good time to ask your organization to make announcements throughout the week as well!

During Your Sale

Step 7: Announce that your sale starts TODAY!

Remind the public of your sales goal and keep them informed with sales-to-date updates throughout your sale. Email your network and post a reminder on social media. Invite them to share the event on social media to help raise awareness of fair trade in your community.

Step 8: Share your Serrv & Earn web link

Keep [Serrv catalogs](#) on hand so attendees can see many of the 1,000 beautiful, fairly-traded handcrafts from around the world awaiting them online. You may even want a laptop (with Wi-Fi access) onsite at the event so customers can place orders from the table (in case you sell out of bestsellers early or they want to shop Serrv's full collection).

Step 9: Display your Serrv signage

You will receive one free [Serrv Artisan Poster](#) with your order, as well as a [Table Sign](#). Please display both at your table. Include a [Gift Message Card](#) with every customer purchase to remind them of the impact their purchase is making around the world. You'll receive 20 free cards with your order, but you can always order extras.

Step 10: Have fun!

Create an attractive display. For ideas, view our [2019 Consignment Catalog](#). Don't forget to play global music and share fair trade coffee and chocolate samples!