

# Host a Consignment Sale

Our Consignment program makes it easy to bring affordable handmade items from around the world to your local community. Best of all, you'll spread the message of fair trade while fundraising for your mission or cause.

Simply choose your favorite products from our colorful Consignment catalog and we'll ship them to your church or community event. After your sale, return unsold items to us and pay only for products you sold.

Orders over \$300 (with at least 50% handcrafts), will receive **10% off the retail price, free shipping** to one location, and **free return shipping!**

## Frequently Asked Questions

### How can I fundraise with a Consignment Sale?

You'll pay just 90% of our product's selling price, leaving you 10% of your sales to fund a community or church project, or to donate back to Serv International to support our mission.

### How do I get started?

Just fill out the enclosed Sales Agreement and return it to us. We'll email you once your Consignment account is created, enabling you to begin ordering products for your sale.

### How do I order?

Submit your Sales Agreement and 2018 Order Form via fax, email (scan documents and email to us), or mail.

### When should I order?

Place your order four weeks prior to your sale to ensure you receive it 1-2 weeks before your sale.

### How many products should I order?

Estimate the *number of adults expected to attend*. Divide this number by two for the *adults expected to purchase*. Multiply that number by the \$ *amount each adult is likely to spend*.

#### EXAMPLE

Adults expected to attend: 200

Adults expected to purchase:  $200 / 2 = 100$

Amount each is expected to spend: \$15

**$100 (\# \text{ of purchases}) \times \$15 (\text{average purchase}) = \$1,500$**

The total value of your order shouldn't exceed this estimate by more than 25%.

### What should I do when I receive my order?

As you unpack your boxes, ensure your order is complete by checking off received items against your enclosed invoice. (If items are missing, extra or damaged, send Customer Care an Order Adjustment Form before your sale.)

**Keep all boxes and packing materials.** In order to return goods after your sale, they must be in their **original packaging** and unmarked. Please do not write on any tags or boxes.



## Consignment Sale Checklist

- Tables
- Solid-colored tablecloths
- Promotional materials
- Cash box and start-up change
- Calculator
- Pens and markers
- Post-it notes
- Tape, scissors, and notepad

### How do I return unsold products?

To be credited for returned goods, follow these steps:

1. Fill out the Returns Worksheet (included with your original shipment) and calculate your payment due.
2. Pack up your returns in their original (unmarked) packaging with the completed Worksheet and check payable to Serv International, prepare and affix our FedEx Shipping labels (included with your original shipment) to the boxes, and deliver them to a FedEx location (do not call for pickup).

(continued on reverse)

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## How can I add the new Serrv & Earn option to our Sale?

This easy and exciting new program enables your shoppers to order any item from our website during and after your sale, increasing both your fundraising potential and impact on our artisans. Follow these steps to earn 20% from Serrv & Earn purchases for your nonprofit cause.

1. Sign up for Serrv & Earn on your Sales Agreement, or by visiting [serrv.org/serrv\\_and\\_earn](https://serrv.org/serrv_and_earn) online. You'll receive a unique web link where you or your customers can order any product directly from our website.
2. During your sale, display copies of our Serrv catalogs and Serrv & Earn cards. Assign someone with a computer (and WiFi) to enter customers' orders and credit cards directly on our website through your unique web link.
3. If customers aren't ready to buy the day of your sale, give them your Serrv & Earn link to use at home or share with their friends **up to 7 days after your Consignment Sale**. Every online order placed on your web link during this time will support your cause.

## 10 Tips for hosting a great Consignment Sale

1. Create a sales goal to motivate your team—either a dollar value or the percent of your order you'd like to sell.
2. Partner with another local church, group, or event to expand event participation and grow your network.
3. Advertise and promote your event using our free promotional materials. You can also spread the word with bulletin inserts, signs, press releases, public service announcements, emails, and social media posts.
4. Publicize the reason for your sale, and who—or what—you're raising money for.
5. Tell customers in your advertising whether you'll accept cash, checks, or credit cards. (For information on using Square to accept credit cards, visit [serrv.org/HostASale](https://serrv.org/HostASale).)
6. Pick a high traffic location to set up your display.
7. Create an attractive display! Group products by category or by country, and use artisan stories and signs.
8. Play upbeat background music. Global music is a fun option!
9. Sign up for Serrv & Earn and invite online orders for extra sales and earnings. This new program in 2018 lets you sell anything from our website or catalog.
10. Recruit volunteers to help you. (Students could be interested in helping you promote and process your online Serrv & Earn orders this year!)

