CRAFT FAIR PROCEDURE

MERCHANT APPLICATION, SELECTION AND FOLLOW-UP

Before starting, make sure you know how to use Microsoft Excel (filters, sorting, formulas, etc.). It will make your job so much easier. All posters and layouts are done in Microsoft Publisher. Make sure you have that too.

IMPORTANT note: make sure you test all your forms and links before you send them by email or add them in Facebook publications. Even the merchant confirmation, get up to the point that you have to pay with Paypal, then cancel before processing.

1. Date selection and table reservations: need to be done right after the Craft Fair – December – by the secretary (Mme Guay)
2. Merchant Application:
   1. Create the Web form
      1. Date, Price, How the selection process works
      2. Add button with link to this form on our Fundraiser page
      3. Make form visible in navigation to obtain link, publish
      4. Go on our webpage like a visitor, copy link to add in the email
      5. Then put invisible and publish again
   2. Create the event in Facebook (unless you do not know yet if it is a one or two day event) on our Westwood H&S page not on a personal page or group
      1. You need to update the poster to do that, it is done in Microsoft Publisher
      2. You need to save it in PDF and JPEG
   3. Create email
      1. Describe how the Craft Fair will work this year (repeat form info: price, date, etc.)
      2. Give them a deadline to apply
      3. Tell them when they will know they have been selected or not
   4. Send it to our mailing list
      1. Take list from last year
      2. Ask Forest Hill H&S to send us their updates (we send them ours)
      3. Check our Contact Forms from website to see if new merchants asked to be added
      4. Make sure you put everyone in BCC and yourself in TO
   5. Make a post on our Facebook page
   6. Make a blog post on our website
   7. Send reminders before the deadline
      1. One week before
      2. Last day
      3. Note: Be flexible, some will want to be added after the deadline. Do it for those who participated in the past. For new ones, refer them to our contact form on our website.
   8. Once deadline is past,
      1. extract all form entries through the website
      2. check the email addresses, as some make mistakes (spaces, hotmail.ca instead of .com, etc.)
      3. if new merchants have applied, update our mailing list
      4. check last year’s merchants to see if there was any comments on them
      5. Delete the form: ATTENTION: all entries will be deleted too!
3. Merchant selection:
   1. Team selection and criteria definition are key. One person alone should not decide who will participate or not, we want to be fair and avoid too much favoritism.
   2. Criteria such as: parent, H&S member, member of the community, past participant, quality of the work, ability to promote the event, variety, etc.
   3. Make sure that if you have many from the same category of products, that they are still different. 4 from each category should be the max (except from the Other category)
      1. Check the description of the product and the category: sometimes they do not match or they forgot to select the category
      2. Make sure that there is only one selected by vendors with brand names (e.g. Tupperware, Scentsy, Mary Kay, etc.) and select based on past years and where they live
4. Merchant confirmation:
   1. Create a Terms and conditions form that leads to:
   2. Create the final application form that leads to:
   3. Product in the store, with all its variances (single, double, extras (e.g. subway trio))
   4. If rebates are given to some merchants, they can be done through creating coupons in the store
   5. Prepare email for merchant confirmation with link to the terms and condition form
   6. Repeat the price, date
5. Confirmation follow-up:
   1. When a merchant filled out the form, make sure there is a payment that corresponds
      1. Sometimes, payments are done through Paypal directly
      2. Sometimes they want to pay by cheque or cash – ask them to fill out the form and click on pay to submit the form.
      3. You can add all these payment choices on your confirmation email but you may end up having to manage all merchants as exceptions.
   2. Keep track of the request for double spaces, as there are 10 only
      1. When you reach it, remove the choice(s) from the product configuration
   3. Send reminder email one week before deadline and the day of
   4. Send email to your “runner ups” to confirm that there are spaces available: respect the amount of merchants by category
6. Merchant placement on the layout
   1. Place Christmas or impressive vendors at the entrance, if possible
   2. Place double spots first, then
   3. Place wall & electricity requirements, then
   4. Place those who do not require any special request
   5. Notes:
      1. make sure that merchants from the same category are not face to face or side by side
      2. some merchants requiring electricity maybe placed in the middle, make sure you have a very good duct tape to put them over the wires.
      3. Make sure you do not put more than 2 vendors requiring electricity on the same electrical outlet.
7. Confirmation of the participants:
   1. Once placement is done, update the MS Excel file, then copy to the MS Publisher file.
   2. Update with this year’s specifics then save as PDF
   3. Attach to the email with the poster and send to all crafters who registered and paid
   4. Make a blog post with the list and the content that a publicity for the fair would contain
   5. Make a post in the Facebook event to refer to the website
   6. Resend the information one week before the Craft Fair and the night before
   7. Print a couple of copies of the layout and put it on the doors and give it to student volunteers responsible to leave the door open for merchant loading
8. Stay available for merchants questions
   1. Do not get frustrated, the questions they often asked were already part of the communications sent, but nobody reads instructions these days!!!
   2. Always be polite and make complete sentences, no short answers like No or OK.

ALL DOCUMENTS FOR THE CRAFT FAIR ARE ON THE ADMISTRATION’S PAGE ON THE WEBSITE

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