

GUIDELINES FOR CRAFTERS

ACFA 2020 November 6, 7 & 8

WHAT WILL WE MAKE?

1. We consider our products in **themes and build up merchandise around a theme. I.e. Garden, Pets, Home, Travel etc.**
2. A consistent look and feel is important in our sale. We want high quality merchandise made with contemporary materials. Beware of donated supplies. They might be free but they may appear dated. Don't go to the trouble of making "free" things that won't sell.
3. We can take on new ideas right up to the ACFA sale if there are people available to make a product. Please NOTE: all ideas must be approved by minimum of 3 crafters, including the lead in the department where the craft will be placed, before proceeding.
4. When the product is made inform the lead in the department where your product will be placed. Tell her what it is and how many you are supplying. No surprises on Nov. 5 please.
5. We don't compete with dollar stores. They can often produce items more capably and cheaper than we can.
6. Consider the shopping experience for the customer and have a range of price points.
7. When considering how many to make, usually if you have sold out – you didn't make enough. The trick to successful selling is to limit the leftovers.
8. Some items are artisanal and made in limited quantities i.e. felted scarves, others are meant to be mass produced i.e. dryer balls and microwave cozies.

PRICING

9. Products should yield double or triple the cost of materials. Price may also reflect time and skill to make it plus a bonus for the cost of the item in other locations. Be mindful of our audience and price to sell. When in doubt, consult.
10. After consultation with the crafter, items may be marked down for sale IN THE FOLLOWING YEAR. Limited and judicious markdowns may be made within the sale year (upon consultation.)
11. Price tags are to be printed on buff cardstock using the template on the website. Royalcitygogos.org> JUST FOR US (password rcgogo) >CRAFT DOCUMENTS > PRICE TAG TEMPLATES
12. Department Leads are responsible for keeping a supply of price tag paper to supply their crafters.
13. **Price tags must be fastened** to all items and colour-coded for inventory. Please take time to do this as you go. Price tags to be colour-coded and marked with the initial of the department for inventory purposes as follows:
GLAM – pink G HOME- blue H SPA – yellow S FOOD – orange F
AFRICA – purple A SUNDRIES – (cards, candy etc) blue S CHILDREN – orange C
JEWELRY – turquoise J TOTES & BAGS – red T CHRISTMAS - red X
GARDEN – green G LOAVES – brown L PETS – turquoise P
14. A pricing gun is available (ask Janine). Fasten prices with embroidery floss, raffia, nylon strip from a pricing gun, tiny gold safety pin.
15. Keep receipts and give them to Judi for reimbursement along with an expense form. Royalcitygogos.org> JUST FOR US (password rcgogo) >CRAFT DOCUMENTS > REVENUE AND EXPENSE TEMPLATES

TRANSPORTING & STORING YOUR CRAFTS

16. Transport your items to the sale or arrange to have them transported to you.
17. Transport leftover items to your home for storage or arrange for someone to transport them for you.
18. Please ensure that you have space to store your crafts before and after the sale. You are responsible for them.

MERCHANDISING LEADS BY DEPARTMENTS

SUNDRIES, CARDS & CANDY	Lois Brassart	lkbrassart@hotmail.com
LOAVES	Karen LaChance	lachance.karen@gmail.com
SOUP AND COOKIE MIXES	Heather Winnichuk/ Bev Sookarow & evening group	dhkwinfo@shaw.ca , bsookarow@gmail.com
HOME	Jacque Stinson/ Vivian Scoates	vscoates@telus.net , jrstinson@telus.net
GREEN	Debbie Kabush /Ginny Ayers	ginnyayers@hotmail.com , djkabush@shaw.ca
JEWELRY	Jeannette MacKay/Marlene Daniel	jennmack@shaw.ca , marlenedaniel@shaw.ca
KIDS	Sherry Baker/Susan Johannson	sherrycheryl@shaw.ca , susan.johannson@gmail.com
CHRISTMAS	Sandra Goldsby/Diane Muir	asap64@gmail.com , dimuirr@telus.net
PETS	Colleen Hawes /Anita Granger	chawes@telus.net , agranger@telus.net
EXPERIENCE	Joanne Dodge/Shirley Elliott	Joannedodge54@gmail.com , shirley.elliott888@gmail.com
GLAM	Arlene Lacroix/Janine Reid	mlacroix@telus.net , janinereid@shaw.ca
SPA	Ethel Field/Alice Fleming	ethelannfield@gmail.com , afleming@telus.net
TOTES & BAGS	Donna Britton/Leanne Sinkler	dmdbritton@gmail.com , leannesinkler54@gmail.com
GARDEN		
AFRICA	Sue Beeby/Eileen Foster	pnsbeeby@telus.net , eileenjfoster@shaw.ca