



Anchorage Arts & Crafts Emporium

Guidelines, dated June 2020

The guild's share of the sale:

- If the member volunteers for one or more job tasks (inventory assist/intake, setup, staffing booth, takedown, accounting, coordinator), 15% of that member's sale dollars will be withheld for the guild;
- If the member is unwilling or unable to volunteer, the guild will increase the withholding by 5% for a total of 20% withheld for the guild;

Standards for sale items:

- Must be a member of the guild to be able to have items in the sale; if multiple people were involved in the creation of an item, at least one of them must be a guild member;
- Items must be fiber items, may have non-fiber components;
- Items must be handmade;
- Items need to be clean, ironed if appropriate, and presentable.
- Items must be labeled per guild standards, and listed on an inventory sheet;
- A tier system will be used for determining if items are eligible to be submitted for sale:
 - Tier 1: Automatic acceptance if the item is made from hand spun yarn or from hand woven cloth.
 - Tier 2: The Dena'ina sale committee/coordinator will consider, review and approve other handmade fiber items. General guidance is it must be handmade, of a certain quality, and made of fiber. *The sale committee/coordinator has the right to reject items.*
 - In the past, we've accepted items that were hand dyed, felted, tatted.
 - We may be open to sewn, hand knit, hand embroidered, hand crochet, and other types of items made with commercial yarn or fabric if the item is unique and of high quality.
- If there are more items to sell than can be displayed in the space, the guild reserves the right to determine what will be put out. Every effort will be made to ensure that everyone has at least some of their items on display during the sale.

The guild, thru the sale committee/coordinator reserves the right to reject items:

- that fail to meet the standards listed above;
- that have been in the sale and fail to sell for 3 or more years. Recommend the member re-invent, re-shape, re-price, or at least withhold the item for a few years before putting it in the sale again;
- improperly labeled and/or incompletely inventoried;



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Instructions for Sellers

What can be sold

Please see the guidelines on the first page. Some of what we've offered in the past are:

Hand towels	Scarves
Ponchos	Shawls
Dolls	Pillows (large and small)
Table linens	Bookmarks
Bags (large and small)	Christmas Ornaments
Rugs	Hats

Feel free to branch out to other ideas and let the creativity flow. After reading the guidelines, if you are still unsure if a new idea would be acceptable, talk to the sale coordinator. **Be aware that the “unique and of high quality” standard may be approved in a discussion with the sale coordinator, but after viewing final product, it may be rejected.** Let's do our best to avoid this! The more detailed a description, the better chance there will be of an accurate and consistent ruling.

Pricing

Most of us have angst about what to price our handmade items. Price ranges have been from the cost of the material to make the item (without any consideration for the labor involved) to materials plus labor at a US wage standard. The best answer lies between these two. Some charge for the labor is good, but if we charge a US wage standard, the items are usually far too expensive for most buyers. There are other considerations. What are other guild members charging for similar items? What will the market bear? In other words, what would most buyers be willing to purchase an item for. There is no easy answer.

Below is the pricing of certain items in past years. The range is often due to the type of material and the complexity and size of the item. For some items, the wide range of size and complexity, say for pillows and garments, makes giving a price example problematic.

Scarves: \$20-\$110
Hand Towels: \$25-\$45
Christmas Tree Ornaments: \$3-\$12
Bookmarks: \$3-\$7
Rugs: \$50-\$150

If some items don't sell, consider that they might be priced a little high for the market. If your items wiz off the shelves, consider that they might be priced a little low for the market.

Please price in whole dollars only!

Remember, the guild gets 15-20% of the price, so consider this in you pricing decisions. Review the guidelines on the first page for which percentage would apply to you.

Labeling

Correct labeling of items is important to assist the guild in tracking what was sold and providing information to the buyer about the item. Two labels are needed for every item. The guild keeps one after sale to help with inventory tracking. The other is for the customer.

- Both labels must have the price, the tag number, and a brief descriptive name (such as “scarf” or “tea towel”). The tag number is your initials followed by a number (KRY-1, KRY-2, etc.) You may need to include your middle initial to ensure you are identified correctly.
- The label kept by the customer needs to also have item detail, including fiber content (example: “woven from hand spun alpaca wool”), name of the artist, and general care/cleaning instructions.
- Labels must be paper with string/thread/ribbon/yarn attachment. Attachment by safety pin for small items is acceptable. Paper allows for easy tear off at time of sale.
- Minimum size: 1 3/4 inches by 1 3/32 inches (available at Walmart, comes with string attachment)
- Maximum size: 2 inches by 3 1/2 inches (size of business cards; 10 cards on 8 x 11/5 perforated paper to separate each card after printing is available at office supply stores, may need to punch hole for string attachment), can also find as tag with string attachment.
- One label may be small (the one the guild keeps with only the price/tag #/item name) and the other may be large so there is space to add materials, artist, and care instructions. This size difference makes it easy for the booth staff to tell which tag to remove.

Note: If your items are not labeled, or labeled improperly, they are at risk of being rejected. If you don't do it, the sale volunteers will have to do it. This is a significant burden to the volunteers and is no longer acceptable.

Other preparations

Please be sure that your items are ready for presentation – ironed (if appropriate), and clean. If your items have been stored as you make them thru the year, or from prior sales, this is an important step! How you store your items can make a difference on how they look when removed from storage. Having your items look their best is part of the selling process.

Inventory List

The inventory list form comes in three electronic formats, Word, Excel, and fillable PDF form. You may choose the version that works best for you, or print any one of them and fill it out by hand. Please be sure to double check the inventory list against your items to ensure you have all your items on the list and each item is listed correctly. A print out of what every version you used, or a copy of the hand-filled inventory must accompany your sale items. If you filled out an electronic format, we may ask for a copy of that by email.

Every item you want to sell must be labeled and on your inventory list. **Please keep a copy of the inventory sheet for yourself!**

Note: if your items are not listed on an inventory list, or list incorrectly, they are at risk of being rejected. If you don't do it, the sale volunteers will have to do it. This is a significant burden to the volunteers and is no longer acceptable.



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Important dates for the 2020 sale

CORVID-19

At this time, Alaska Markets & Events, Inc. plans on holding the Anchorage Arts & Crafts Emporium at the Dena'ina Center. Should this change, we will be informing the membership as soon as we know. Be prepared to wear a mask during any of the Dena'ina Sale volunteer opportunities that involve being around others, as well as any other Corvid-19 protocols that may be needed.

Please note: Due to Covid-19, the guild's monthly meeting will be virtually during this time frame, so we will not be taking in sale items at the monthly meeting.

Now through October 31 – Prepare items for sale, complete tags, fill out inventory sheet, and double check inventory sheets.

November 1 thru November 19 – Submit items for sale to the sale coordinator or assigned volunteers. Call or email to arrange drop off with Kathryn Young at sweetenergy@gci.net or (970) 240-1937.

November 19 (Thursday) – **Absolute Last Day** to submit items.

November 20 (Friday) – Sale set up

November 21-22 (Saturday 10-6 and Sunday 11-5) – The Sale! Anchorage Arts & Crafts Emporium at the Dena'ina Center

By December 15 – Checks will be issued for sold items; unsold items will be returned to members.

Look for more details in the monthly newsletter, info blasts, and the monthly meetings! Sign up Genius for the various volunteer positions will be available in early October.

QUESTIONS? Contact Kathryn Young at sweetenergy@gci.net or (907) 240-1937