



Easy Guide to Gatherings Sale

Before Your Gathering

Step 1 Plan Gathering

Consider integrating with existing church or community events. Wherever women gather, in church or civic groups, MOPS or book clubs, an appropriate venue may be found.

- Or, create your own gathering of friends at an in-home or in-office party.
- Recruit volunteers to work with you. We recommend at least 3 volunteers during your sale. One to answer questions, one to pack up purchases and one to collect money.
- Choose a date and location. You may wish to take advantage of multiple existing events within a 1-2 week period.

Step 2 Decide What Type of Selling Program Works For You

- **Program A.** Choose our pre-selected package of products for a **SMALL** gathering. We will ship you a variety of products for a group of 10 to 20 people. If you would like to have a certain theme for your party (for example products from a certain country or a home party which sells only jewelry) you may make a special request for what you believe will sell especially well at your *small gathering*.
- **Program B.** Choose a pre-selected package of products for a **MEDIUM** gathering. We will ship you a variety of products for a group of 30 to 50 people.
- **Program C.** Choose a pre-selected package of products for a **LARGE** gathering. We will ship you a variety of products for a group of 60 to 100 people.

Step 3 Place an Order

- Fill out the Gatherings Agreement Form and fax or mail to Eternal Threads at least two-three weeks before your gathering. We will e-mail you to confirm that your Fax was received.
- Once you have placed your order we will send your promotional packet with additional instructions.
- We will ship products to arrive 2-3 days before your event or sooner if you require.
- We suggest shipping to the exact location of the gathering if possible (more on How To Order).

Step 4 Please Promote

- Enclosed is a Promotional flyer that you can photo copy. Once you place your order we will send you 5 - 11x17" color posters to use for promotion.
- Put an announcement in your local newspaper or on the radio. Remember to mention that Eternal Threads is a 501(c)3 nonprofit organization and that your sale helps women around the world feed, educate and provide for their families. We can provide a press release if desired.
- Talk it up! Ask your volunteers to help you spread the word about the gathering sale.

Step 5 Prepare for Your Gathering

- Locate supplies. You will need 3-4 display tables, pens and table coverings (solid colors work well). Table covers are optional but they will enhance your sale.
- Arrange a cash box, calculator and \$100 cash for making change (2-\$20, 2-\$10, 6-\$5, 10-\$1). We encourage people to pay in cash and checks because it saves credit card charges that Eternal Threads pay, but you will receive a receipt book to utilize credit card payments. Checks should be made out to Eternal Threads.
- Arrange for equipment to play the DVD photo presentation. You'll need a DVD player and a screen visible to all in the room. Consider playing international music during your sale.
- We will provide display materials (pictures/tent cards) to help educate and promote sales.
- Ask you volunteers to read the Eternal Threads information to familiarize themselves.

During Your Gathering

Step 6 Have Fun!

- Tell the story using the "script" and the DVD photo presentation - this DVD showcases our first project in south India, but is reflective of our mission in each of these new projects.
- Give free gift cards to each customer that explains why their purchase was special.
- Ask customers to fill out cards to receive more information about hosting a sale or being added to the e-mail newsletter list.

After Your Gathering

Step 7 Celebrate and Complete a Few Details

- Complete the program evaluation form...this will help us in future planning.
- Deposit the cash collected from sales and write a check to Eternal Threads for that amount or purchase a money order. Return all checks and receipt book in the Sales Deposit Envelope in the pre-stamped self-addressed Priority Mail envelope.
- Return unsold items (with price tags attached), evaluation form and display items.
- **VERY IMPORTANT:** Return items via FedEx **Ground** using the forms we provide. There are some Fed Ex locations that do not service Ground. If you don't ask, they may automatically send it by Air Express, which is prohibitive for us. If this is true in your area, please use UPS and Eternal Threads will reimburse you.
- Celebrate your success. Announce the results of your efforts. Tell others about how they can make a difference in the lives of women and children in poverty. Keep the DVD, Guide to Gatherings Packet and some brochures for this purpose.

Questions? Call: 1-888-487-4549 or 325-672-6000
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