

Setting Up Your WorldCrafts Market

Thank you for creating a WorldCrafts Market! This checklist will help you prepare everything you need.

Choose the artisans and countries you want to feature in your market.

Visit WorldCrafts.org/Artisans or WorldCrafts.org/Countries to explore the stories of our artisan groups and the countries in which they live.

As early as possible, choose the WorldCrafts products you want to sell in your market.

- Shop [online](#) to purchase the products you want to sell. You can return these within 30 days of purchase for a full refund. Return items to 100 Missy Ridge, Hwy 280 East, Birmingham, AL 35242. You are responsible for return shipping. Please note that WorldCrafts Display Sets and items purchased on clearance (50% discount) are not returnable.
- You can also order our latest [WorldCrafts Display Set](#). [Note: The Display Set and items purchased on clearance (50% discount) are non-refundable.]
- Because you own the products you have purchased, you are responsible for paying the local sales tax in your area.

Plan the logistics of your market

Invite a group of friends to help you host the market. Prepare your helpers to talk to customers with the [talking points document](#).

Contact the venue for a scale template showing the space where you will set up your market. If possible, visit the area to help you visualize your market.

Check with the venue about fire code requirements, like leaving open aisles and space near exit doors.

Confirm the date and time you can set up your market.

Determine how many tables, shelves, and display pieces you will need. Your market display will look neater if you display only a few of each item on your tables and displays – you can store surplus products below the tables. Create clearly defined areas and be sure to leave plenty of walkway space between your product displays.

Enlist several trusted peers to help you collect money for purchased products. Determine where and how you will collect money for your sale. Will you only accept cash and checks? Or, does your church have a point-of-sale system you can use for this event? If you are using a point-of-sale system, be sure that you and your cashiers receive advance training and secure emergency contact information you can use in the event of technical difficulties. If you are collecting cash, obtain an adequate amount of change for the event.

Look through the [Recipe Cards](#). Determine which, if any, foods you would like to prepare as a sample. If desired, print the Recipe Cards as a giveaway.

Plan Your Display

Secure the items you need to display your WorldCrafts products and flyers. You don't have to spend tons of money to get creative with your displays: Use ladders, stacked apple crates or market baskets, tiered plate stands, old picture frames, even tree branches to showcase your products.

Your market display will look neater if you display only a few of each item on your tables and displays – you can store surplus products below the tables. Create clearly defined areas and be sure to leave plenty of walkway space between your product displays.

Secure black tablecloths or white tablecloths with black toppers for your display. Dark cloth will provide the best backdrop for our products.

Consider hanging several [African Pennant Banners](#) around or behind your display.

Print the [WorldCrafts Display Poster](#).

Print the [Artisan Story Posters](#) for the artisans/countries you are featuring.

Print the [Country Display Cards](#) to place next to each product.

Look through the [Recipe Cards](#). Determine which, if any, foods you would like to prepare as a sample. If desired, print the Recipe Cards as a giveaway.

Invite Others to Support WorldCrafts

Invite others to share in the ministry of WorldCrafts. Print the [WorldCrafts Benefit Flyer](#).

Promoting Your Event

Promote your market with an [invitation](#) and [poster](#).

Tell about your market at your church by sharing an [announcement](#), and inserting a flyer in the bulletin. Show WorldCrafts videos to your church to show the artisans at work hand-making the products.

The Day of Your Event

Arrange with your volunteers to arrive at least an hour before the market begins. Go over last minute details and give each volunteer an assignment. Give each volunteer a nametag. Wearing nametags will invite people to engage in conversation with you.

Be sure to wear current [WorldCrafts jewelry](#) and [accessories](#).

Direct people to [WorldCrafts.org](#) for additional information.

Share photos of your display on social media. Be sure to add #WorldCrafts and tag us on [Facebook](#), [Twitter](#), and [Instagram](#).

If you have any questions, please [contact us](#).



WORLD CRAFTS™

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WorldCrafts.org 1-800-968-7301



WorldCrafts is a compassion ministry of WMU®.