



Resale Sellers Instructions

Semi-Annual Resale - March 20, 2010
8:00am Members pre-sale, 9:00am Public sale
Unitarian Church of Evanston ~ 1330 Ridge Avenue

Thank you for your interest in being a seller at our upcoming resale! Here is all the information that you need to know in order to prepare for a successful resale.

Please read these instructions in their entirety prior to the resale setup, even if you've been a seller at past resales, as the information has been updated since our last resale.

GENERAL PARTICIPATION REQUIREMENTS

1. You must be a paid member of MOMs to be a seller OR to enter the event for the 8:00am presale. To pay dues, please contact Mary Soldani at msoldani@comcast.net or 847-869-4355. Membership dues must be paid prior to the resale.
2. Sellers must sign-up via email starting Friday, January 15, 2010. Email registration ends on March 1, 2010. To sign-up, please email momsresale@yahoo.com with your name, home phone, cell phone, and an email address that you check regularly.
3. There will be a maximum of 40 sellers. If more than 40 sellers sign up, a wait list will be started.
4. Payment of \$10 non-refundable minimum seller's fee must be received to secure your spot on the sellers list. Payment may be sent via paypal (preferred) or by check. Payments must be received by March 1, 2010.
To pay via paypal : go to <https://www.paypal.com/>
log in
click on "send money" tab
type events@momsformultiples.org in the To field
type 10 in the Amount field
click on the bullet preceding Services
click CONTINUE
remember to indicate "MOMs Spring Resale" in the message box on final page

To pay via check: Make check payable to MOMs. Send to Annika Bennett, 1738 Chicago Ave. #901, Evanston, IL 60201.

For new sellers, your seller number will be assigned once your payment has been received.

For previous sellers, use of your current seller's number will be confirmed once your payment has been received. You will use your seller's number in completing price tags for your merchandise.

5. All sellers must register with the MOMs yahoo group to receive resale communications. To register, go to <http://groups.yahoo.com/group/momsofmultiplesgroup> and provide full name in the body of the message. The automated system will ask the moderator to 'approve' requests to join the group. There are also directions on how to join the Yahoo group on the MOMs website www.momsofmultiples.org under the member section.
6. All sellers must be available for the Friday night set up and the Saturday resale hours, including clean up. Friday set up is 4:00pm - 9:30pm and all sellers are required to be present no later than 6:30pm. Saturday required hours are 7:00am sharp until the final cleanup which is usually around 1:30pm. Please make necessary child care arrangements to insure you are available for all required hours.
7. A tagging gun is required for all items. Safety pins and straight pins are not allowed on any merchandise. The removal of pins damaged items and created long delays during check-out. Tagging guns can be purchased for \$19.95 at www.storesupply.com (includes tagging gun, needles and barbs).
8. Sellers will be charged 10% of their total sales, with a minimum of \$10/seller. This is done to offset the actual costs of coordinating the resale for our members. The \$10 deposit required to reserve each seller's spot will be credited towards the seller's fee.
9. Alumni MOMs may participate as sellers at the above seller's fees, plus an alumni fee of \$15.
10. Sellers are required to wear a red shirt to the Resale on Saturday to easily identify you as a seller. This is helpful so that other sellers can quickly locate one another, and helps customers identify you as someone they can approach with questions. Additionally, sellers will be wearing nametags displaying their seller's # and first name, so that potential buyers can identify you with questions regarding your merchandise, or to make a "best offer" on one of your items.
11. If you have one, bring an apron with pockets to hold your own extra price tags for your own merchandise, pens, tape, cell phones, car keys, and supplies you may need during the sale. You will need both hands free during the sale. There is no secured/locked room to leave purses or other valuables.
12. Do not sell perishable items.
13. Do not sell free samples.
14. Do not sell nipples or pacifiers unless they are in the original unopened package.

15. Clothing can be sold at any time without regard to season. You can sell spring/summer clothes at the Fall Resale and fall/winter clothes at the Spring Resale.
16. Do not sell recalled products. When the CPSIA was signed into law on Aug. 14, 2008, it became unlawful to sell recalled products. All sellers should check the CPSC web site (www.cpsc.gov) for information on all recalled products (toys/baby gear/clothing) before selling any merchandise.
17. Help promote the resale by posting flyers in high "mom traffic" areas, and emailing the flyer to ANYONE you know that might be interested in attending our upcoming resale! You can help by talking about the resale, keeping a few flyers in your diaper bag to pass out to anyone who is interested, asking businesses if they are willing to post flyers and emailing flyers both now and the week before the sale. Fliers for emailing and for posting can be found on the MOMs website under resale.
18. If you are on Facebook, please become friends with Lisa Levine. She will be setting up an event notice on Facebook and can invite you, so that you can post to your profile and invite your friends.
19. Consider being part of the Resale Sub-Committee. The Resale is a BIG project and volunteers for leadership roles are always appreciated! Just a few of the ways that you can get more involved, is to volunteer for one of the following:
 - Setup Team: Arrive early for the Setup on Friday to get a head start on the general room setup.
 - Resale Marketing: Help plan and implement our advertising strategy
 - Food Volunteer: Help coordinate food & beverage arrangements for Friday and Saturday
 - Hanger Coordinator: Help coordinate efforts related to collection, storage and distribution of hangers
 - Philanthropy Team: Help the Philanthropy Coordinator manage efforts for donating leftover items
 - Mailing List: Help manage the e-mail list
20. Sellers must read all detailed instructions in the 7 sections listed below prior to tagging their items:
 - Instructions for Filling out Price Tags**
 - Instructions for Hanging Garments**
 - Instructions for Tagging Hanging Garments**
 - Instructions for Tagging all other Merchandise**
 - Instructions for Filling out and Attaching ID Tags**
 - Resale Schedule and Requirements**
 - Seller's Tips and Floor Set-up**

INSTRUCTIONS FOR FILLING OUT PRICE TAGS

1. In addition to manufacturer's tags, only MOMs price tags are allowed on all merchandise. The MOMs price tags are automated for your ease of use. The MOMs price tag template, in excel format, can be found on the MOMs Resale web page. Do not alter the price tag template. Merchandise tagged with improper price tags will be removed from selling floor.
2. Do not reduce or enlarge price tags. When printed out in landscape orientation, there should be 15 tags on each 8 ½ x 11 sheet of paper.

3. If possible, please complete all required fields on the computer. If you must hand write the price tags, please print clearly. Insure that a 1 does not look like a 7, and a 0 does not look like a 6.
4. Print your price tags on regular copy paper. No construction paper, tag board or card stock.
5. Colored copy paper is acceptable. This will help identify your price tags during reconciliation and help identify your unsold merchandise at the end of the sale.
6. Cut, do not tear, between the lines separating each tag.
7. Price your items in flat dollar amounts as much as possible or, in increments of \$0.50, only. Selling books/CD's/DVD's/toys in groups to equal flat dollar amounts will ease the reconciliation process.
8. Be as descriptive as possible with all item price tags to assist in retagging any items that may lose a tag during the resale. For example, "shorts" is not enough information. It would be more helpful to include the brand/style/color - "Old Navy red cargo shorts" in the description. This is highly recommended.
9. The price for which you list your item is completely up to you! The condition, age and brand of your item should be considered when determining the price, as well as how important it is to you to sell the item. In general, the more attractive the price, the more likely the item will sell. In the past, many sellers have used the following as a general pricing guide:

T-Shirts: \$1.00-\$2.00	Shirts: \$2.00-\$3.00
Pants: \$1.00-\$3.00	Skirts/Skort: \$1.00-\$3.00
Dresses: \$2.00-\$5.00	Coats: \$5.00-\$10.00
Shoes/Boots: \$1.00-\$5.00	Strollers, Highchairs, Etc: Subject to condition

10. For big ticket items, you may want to reference current selling prices for similar merchandise on websites such as ebay.com and chicago.craigslist.org when determining your listed price. Keep in mind, items listed on these websites aren't under the same time restrictions to sell that products at resales are. As a result, prices may be higher on these websites than what is found at resales.
11. At a minimum, two sections are required on each price tag: Seller and Price. However, we HIGHLY encourage all sections to be filled in, including a detailed description of the item.
12. Follow the below instructions for filling in your MOMs price tags.

Seller: Enter your assigned seller's number and your first name or initials.

Your seller's number will help expedite the sorting of price tags for sold merchandise at the conclusion of the sale. Additionally, including your name will help identify you to a customer that has a question about your merchandise and/or wants to make a "best offer" on an item.

Please note: The entire price tag will be removed from sold merchandise at checkout. As a result, your name will not be left on any sold merchandise.

For your convenience, you only have to enter your assigned Seller's # and Name once into the **GREEN** box on the price tag template (the cursor will already be placed here when you open the document). All remaining price tags will then automatically display this information in the correct spot, so you don't need to re-enter it on every price tag!

Price: Enter the price of the item

The price tag template will automatically put the price into currency format for you, including the "\$" sign for you. (i.e.: 7 will appear as \$7.00 and 12.5 will appear as \$12.50.

You can type/write additional information in as many of the remaining sections as you want on each tag. The more descriptive you are regarding your merchandise, the better.

For Example:

Tape/Pin Here:	Seller:	1. Sue
	Item:	Peg Perego Duette Stroller
	Size:	n/a
	Misc:	Retails for \$600!
	Price:	\$85.00

- <input type="checkbox"/> **REQUIRED:** Enter your Seller's #/Name once into the GREEN Box
- <input type="checkbox"/> Enter the description of the item (Brand & Gender, if applicable)
- <input type="checkbox"/> Enter the size, if relevant to the item
- <input type="checkbox"/> Enter addtl selling details (i.e.: # pcs, "Brand New!" Current Retail Price)
- <input type="checkbox"/> **REQUIRED:** Enter the price of your item

For your convenience, you can choose to type all the information you want on each price tag prior to printing (if you do this, just remember to SAVE this document to your computer frequently so you don't accidentally lose your changes before printing). If you are completing the price tag by hand, it's highly recommended that you at least complete the "Seller" section prior to printing, so you don't have to hand-write this repetitive information on each tag. Or, if you prefer, you can simply print the existing template and hand write the relevant information on each tag.

There are 10 sheets of 15 tags provided (150 tags total). If you don't need all the tags provided, you can specify the appropriate page numbers when you send the document to print. If you need more than 150 tags, you can either copy and paste additional tags to the bottom of the existing template. Or, you can re-open the price tag template attachment and save to your computer under a new file name, which will give you 150 additional tags to use. Please do not change the size of the tags or the fields of the template. All tags must be uniform.

You may list "OBO" / Or Best Offer after the price on the tag if you wish. If you do this, however, you will simply need to type in the entire price as you want it to appear on the tag, including the "\$" and ".00", since the currency formatting will not work for anything other than numbers in this section.

If you accept a Best Offer on one of your items, please be sure to update the price and initial the tag with the green marker provided at the resale. Initialing the change with green marker will insure the customer pays and the seller receives the correct amount for the item!

INSTRUCTIONS FOR HANGING GARMENTS

1. Garments must be hung so that the "hook" of the hanger opens to the left (looks like a "2") when you look at the garment hanging on the hanger. This way, all the clothes will face the same way on the racks.
2. Pants should be hung on a pants hanger, if possible. Do not pin any clothing to hangers.
3. For 2 piece sets, use a 2 piece hanger. Or, use barbs through seams or cuffs to connect pieces together. No straight pins or safety pins are allowed on any garments. Indicate "2 pc set" on price tag.

4. Children's size and adult size hangers are acceptable for all garments. Dry cleaner hangers are acceptable.
5. Any garments hung backwards on the hanger or any garments with pins will be removed from the selling floor.
6. PJs can be hung or placed in plastic bags for display in bins - your choice. Sleep sacks should be placed in plastic bags for display in bins.
7. If garments come with accessories (hats, belts, ties) insure that accessories are securely attached to the garments using barbs. No straight pins or safety pins.

INSTRUCTIONS FOR TAGGING HANGING GARMENTS

1. Please be sure to attach tags securely to ensure tags do not fall off. In some cases, a double barb through the tag may be needed. Double check all of your tags to ensure they are secure.
2. Merchandise found during the sale without a price tag will not be sold.
3. Do NOT place barbs directly through the fabric on the front of garments. Garments with barbs through the fabric will be removed from the racks. Place your barb either through the "size" tag in the back of the shirt, or through a cuff or seam with heavy sewing. Garments have been damaged when barbed through the regular fabric. **IF YOU HAVE QUESTIONS, PLEASE CONTACT A RESALE COORDINATOR BEFORE TAGGING!**
4. All items must be tagged and sorted (clothing should be sorted by gender and size) PRIOR to arriving at the setup on Friday. Items that are not tagged prior to the setup will not be included in the resale. There will be no exceptions to this policy.
5. Do not attach price tag to hangers.

INSTRUCTIONS FOR TAGGING ALL OTHER MERCHANDISE

1. Please be sure to attach tags securely to ensure tags do not fall off. In some cases, a double barb through the tag may be needed. Double check all of your tags to ensure they are secure.
2. Merchandise found during the sale without a price tag will not be sold.
3. All large items including Pack n Plays, high chairs, car seats, swings and exersaucers should be tagged using a tagging gun. Find a seam or zipper to attach your price tags on these items, if possible.
4. All shoes/boots must be placed in a clear zip-lock bag to keep pairs of shoes together. All price tags for shoes must clearly state the US shoe size. Convert if it's a different metric. Please attach tags to the bag with two barbs: one on the left side in the "Tag/Tape here" area and one on the right side of the tag making sure that the tag information is still readable. Pierce the front and back of the bag with the barb. No tags inside the bags. No tape on plastic bags.

5. Price tags for single books, DVDs, VHS tapes and all toys should be attached with tape only on the left side of the price tag. Do NOT tape all sides of the price tag down on your merchandise.
6. If you are grouping books, DVDs, VHS tapes or toys with loose parts in plastic bags, attach price tag by piercing the bag front to back. No tags inside the bags. No tape on plastic bags.
7. If you place any items (toys, gear, accessories, socks, onesies) into a plastic bag, use a tagging gun to attach your price tag to the item by piercing the bag from front to back. Please attach tags to the bag with two barbs: one on the left side in the "Tag/Tape Here" area and one on the right side of the tag making sure that the tag information is still readable! No tags inside bags. No tape on plastic bags.

INSTRUCTIONS FOR FILLING OUT AND ATTACHING ID TAGS

1. ID tags are optional and the template can be found on the MOMs website under Resale.
2. ID tags are used solely to identify the seller if a price tag falls off a big ticket item during the resale. They will NEVER be used as a substitute for MOMs price tags at the checkout.
3. Fill in your initials and seller's number only. No names on the ID tag.
4. If you choose to use the ID tag, it is an additional security option, only. Place the ID tag in a hidden location (tuck in a pocket, tuck behind a pad, tuck inside a pack n play, tuck inside a cushion on high chairs/strollers/exersaucers) on your big ticket item. ID tags should not be plainly visible on merchandise. ID tags do not need to be attached with barbs or tape.
5. If a price tag gets lost in the shuffle of the sale and can't be found on a big ticket item, sellers will attempt to locate an ID tag to identify the seller of the big ticket item. Seller must re-tag big ticket item with a proper MOMs price tag prior to merchandise going to check-out. ID tags are not allowed as a substitute for MOMs price tags at the checkout.

RESALE SCHEDULE AND REQUIREMENTS

FRIDAY, MARCH 19

- 4:00 pm:** **Doors open.** Please use entrance through the parking lot and go upstairs to the sanctuary. Please come early to help the Resale Committee get a head start on the room setup! Set up tables, organize racks/departments and hang interior signage. DO NOT unload your merchandise until the room set-up has been completed.
- 6:30* pm:** Sellers arrive and **check-in** with the Resale Coordinators / Finalize Room Setup
Merchandise setup begins. Please do not shop during the setup.
- ALL SELLERS MUST ARRIVE NO LATER THAN 6:30PM.**
- *Late arrivals will NOT be allowed to set up their items for the resale. No exceptions!**
- 7:45 pm:** **Orientation to review final details and department assignments for Saturday**
Pizza will be served in the kitchen during orientation. Guest's names collected for Sat sale.

- 8:30 pm:** **Seller's Preview Sale (not required)**
You must BRING CASH to make purchases if you plan to shop on Friday night!
- 9:30 pm:** **Preview sale ends. Check out upon departure. Insure you have paid for all items.**
- 10:00 pm:** **Doors will be locked and building will close for the night.** We do not have the keys to the Unitarian Church. We are under a strict time limit to be out by 10 pm.

- Sellers are required to attend the setup on Friday night and the Resale itself on Saturday.** If you set up on Friday evening and for any reason cannot attend/work the resale on Saturday, your items will be removed from all racks/bins prior to the start of the resale. You are expected to arrange for pick up of your items before the close of the resale or your items will be donated to charity.
- Friday Set-Up is from 4:00pm to 9:30pm. **All sellers are required to arrive no later than 6:30pm and stay until the set up has been completed.** The doors will close promptly at 10pm on Friday. Sellers are strongly encouraged to come as early as possible after the doors open to help get a head start on the room setup. The more hands we have helping, the earlier we'll be able to start setting up our merchandise.
- It's extremely important that the room setup is entirely complete before ANY merchandise is brought into the selling area. When arriving on Friday night, park in the parking lot and come inside to sign it, but do NOT start unloading your car.
- All items must be tagged and hung on hangers prior to arriving at the setup. Friday night set-up is dedicated to getting the space ready for the sale, not for tagging or hanging items. Please plan accordingly.
- Resale Coordinators will be conducting an orientation and assigning day-of-sale department responsibilities at the setup. Please insure you know your Saturday assignment and responsibilities.
- Empty bins are needed to display merchandise, so please leave your bins in the sanctuary after you unload your merchandise. Label the bottom of your bin with name and seller's number. Bring the lid to your bin back to your car, please. This will prevent your lid from being lost.

SATURDAY, MARCH 20TH

- 7:00 am:** **Sellers arrive. Check in with Resale Coordinators.** Final setup, section orientation and review of assignment responsibilities. Please use street parking so parking lot is available for customers. No parking in lot for MOMs. Please do not be late. Allow enough time to park and walk.
- 8:00 am - 9:00 am:** MOMs Members-Only Sale (Free for Members. 1 Guest/ Member. Guests \$1 Admission)
- 9:00 am - 12:00 pm:** Resale opens to the public (\$1 Admission)
- 12:00 pm - 1:30 pm (approx!):** **The Resale will end promptly at 12:00 pm. At that time, the collection and cleanup process will begin.** Tear-down, clean up, donation collection, reconciliation, payment to sellers, debrief.
All sellers must stay until clean-up is complete. The exact time varies with each resale.

Unsold Merchandise: All unsold merchandise needs to be removed at the conclusion of the resale.

MOMs will make every possible attempt to facilitate an option for donating unsold items (usually limited to smaller sized items) to needy families or a local charity, as designated by the MOMs Philanthropy Coordinator.

If a seller does not wish to donate any/all of her unsold items for any reason, which is perfectly acceptable, then it is her responsibility to pick her own items up immediately following the conclusion of the sale. Remaining items that are acceptable for donation will then be collected by ALL the sellers and placed in the designated receptacles.

Please note: ultimately sellers are responsible for removing their unsold items if any/all leftover items cannot be accommodated for a designated charity effort. No items can remain anywhere in the facility.

Cleanup: All tables and racks need to be returned to their original locations at the conclusion of the resale. All trash can be placed in the designated trash receptacles. Floors need to be swept. Carpet need to be vacuumed.

Reconciliation: Designated representatives will handle the tags from sold merchandise and sort them by seller. Tags will be subtotaled throughout the course of the resale. They will then total the purchases for each seller on the adding machine and then place the (1) price tags and (2) the total dollar amount due to the seller into an envelope marked with the seller's assigned number and name. If reconciliation is completed prior to the conclusion of clean-up process, then envelopes with payment will be distributed to each seller before leaving. All sellers are required to double check their sales totals and payouts prior to leaving the resale. In the rare event that reconciliation cannot be completed by the conclusion of the cleanup process, then payment will be mailed to sellers afterwards. In this situation, sellers may be asked to fill out a self-addressed envelope prior to leaving so that payment can be mailed to them.

Food and Beverages: For your convenience, pizza will be provided at the setup on Friday. Bottled water will be provided on Friday and Saturday. You are welcome to bring additional food (for yourself or for all) and beverages for breakfast on Saturday a.m. MOMs will not be providing a full breakfast or lunch on Saturday, only snacks. MOMs will not be providing coffee or tea on Saturday morning. Please note that all food/beverage items should remain in the kitchen area throughout the course of the Resale weekend.

SELLERS TIPS AND FLOOR SET UP

We will be using a department store style format, where items will be grouped into specific departments and set up on tables or clothing racks by category, as well as gender and size for clothing. Buyers will pay at a centralized check out area for all items except big ticket. Big ticket will have its own check our area.

Our categories generally include:

1. "Big Ticket" (over-sized items - furniture, strollers, high chairs, car seats, pack n plays, exersaucers, swings)
2. Girls Clothing
3. Boys Clothing
4. Costumes
5. Coats
6. Maternity Clothing
7. Shoes / Boots
8. Onesies (packed in multiples into plastic storage bags)
9. Socks / Hats/ Gloves
10. Toys

11. Books / Videos / CD's
12. Safety items (gates, door locks, outlet covers, crib tents)
13. Bedding (crib sheets, blankets)
14. Nursing (pumps, bottles, bottle warmers)
15. Feeding (dishes, cups, starter silverware, bibs, placemats)
16. Bath accessories (towels, bath tubs, tub rings, tub toys)
17. Swim Accessories (life jackets, arm floatation devices, pool floats)
18. Accessories (diaper bags, slings, infant carriers)

Please sell only those items that are in working condition, and have your items in the best and cleanest possible condition. Be familiar with how your items work in case a buyer needs more information from you. Items that are not in proper condition may be removed at the discretion of the Resale Committee.

Sales Tips: these are great ways to increase sales!

- Anything sold in a set should be packaged together in sealed bags to avoid them from being separated. Anything sealed in a bag should have the price tag located on the outside of the bag, so that it can be easily removed at checkout. No tags inside bags. No tape on plastic bags.
- If a "Big Ticket" item is currently being sold as a new item in stores, you can often find a current product description and MSRP (Manufacturer's Suggested Retail Price) on the internet, which can be printed and attached to your merchandise as a sales tool. The MSRP helps demonstrate the value of your item.
- Attach product manuals and/or warranties to "Big Ticket" items if you still have them.
- If you need to find extra hangers prior to the setup, here are some suggestions:
 1. Check out the Hanger Swaps at the MOMs meetings before the Resale - We will be conducting "hanger swaps" at the MOMs meetings immediately preceding each resale, where people can drop off/pick up extra hangers. If you have extra hangers, please be sure to bring them to one of these meetings! If you need extra hangers, pick some up!
 2. Ask your local retailer for extra hangers
 2. Find extra dry cleaning hangers.
 3. Buy inexpensive children's clothing hangers at a local store, such as Target or Babies R Us.

If you have any questions, please ask us before hanging and tagging your items.

Thank you!

Moms of Multiples Resale Coordinators

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