

Hello Denman Craft Fair vendor or potential vendor,

A global pandemic cannot stop the Denman Island Craft Fair.

It can, however, change it. This year, we are taking the fair on-line by offering an artisan directory on our website, supported by a publicity campaign. We hope you will participate. Here's what you need to know (a PDF of this email is attached if you'd like to print it out):

What will the Craft Fair website offer?

Our website will be transformed into a one-stop browsing hub for people wanting to buy hand-crafted wares from Denman Craft Fair artisans. **Vendors are responsible for their own sales and shipping/delivery.** The Craft Fair site will function as a portal that will welcome and delight shoppers, and direct them to individual artisans for the next steps.

The website will include:

- A short write-up from each artisan
- Photos of artists' work
- Links to artisans' websites, Etsy stores, social media, etc
- Information about options for visiting studios if applicable
- Information about where to buy artists' wares (in 'real' stores)
- Contact info
- A promotional blog featuring profiles of artists and various craft-themed articles

How will the Craft Fair on-line directory be marketed?

The on-line directory will be promoted through:

- Social media posts
- Media outreach to B.C. newspapers, radio, TV, and websites
- A blog on the website
- Articles in local newspapers
- Posters and/or rack cards

As always, we hope that vendors will participate informally in promoting the on-line craft fair. Word of mouth has always been a driving force behind the fair's popularity.

Who is eligible?

Any crafter/maker from Denman Island and any crafter/maker who has vended at the Denman Craft Fair previously is welcome to participate.

How do I sign up?

If you have a gmail address or Google account, register by filling out this [application form](#). Otherwise, use this [alternate application form](#). You do not have to answer all the questions—just the ones with asterisks. You will be considered registered once we've received the completed form *and* you have paid via e-transfer (see below). If you are having trouble with the form, please contact us at denmancraftfair@gmail.com or 250-218-3216.

Registration deadline

Please register and pay by **September 27**. Earlier registration is much appreciated and will make our lives easier. Late registrants can be added to the directory, but will miss the benefit of the publicity associated with the launch. Fees for latecomers will not be prorated.

Fees and payment

\$30. Please pay via e-transfer to dicraftfaircoordinator@gmail.com, or by cheque made out to Autumn White and dropped in the Craft Fair envelope at the Denman Freeport or mailed to Autumn White, 2626 Piercy Rd, Denman Island, BC, V0R 1T0. Once we receive your payment, we will create your profile.

What is expected of vendors?

Via our on-line registration form, we will ask you to send us a text of up to 50 words describing your work, and two to 10 photos for use on the website and on social media. You can also add information about potential studio visits, stores where your work is available, and other details. Please ensure all information is accurate as our availability to make changes later is limited. Photos should be professional quality and saved as JPEGs, 1500 – 2000 pixels.

Vendors are responsible for their own sales and shipping/delivery.

Do vendors need to have websites and to be set-up for e-commerce?

No (although this would be advantageous). Vendors can advertise open studio hours, set up individual visits from shoppers, or communicate via email. Also, if your wares are available at retail locations, you can mention this in your write-up. You might think up other creative ways of selling your products.

Any advice for vendors getting started with on-line marketing and sales?

2020 may be the perfect moment in history to set up your first website or e-commerce option. Even a Facebook Page lets you post photos of wares for clients to browse.

Depending on what you want, with patience, Google searches, and a bit of aptitude you can set yourself up. Megan Rose, who has operated an Etsy shop for several years, is happy to help people who have questions about how it all works. Contact her at 250-334-7830 / rosepedsjewelry@gmail.com.

As well, if you are interested in a workshop on how to use Etsy or other platforms for online sales, please contact the Denman Community Education Society (DICES) who will arrange a course if there is interest. Reach them at dices.communityprograms@gmail.com or 250-335-2058.

Also, there are numerous local communications and design professionals you can hire. The Craft Fair team knows there's lots of talent on Denman and encourages crafters to look around and find the best fit for your needs. Also, we recommend the people we work with:

- Website designer: Miho Hajdrych, (250) 702-0920, g_m_k_d@hotmail.com. Miho is not taking website clients right now, but can help set up an Etsy site.
- Writer, editor, project manager: Laura Busheikin, Laura.busheikin@gmail.com, 250-218-3216
- Photographer: Shannon Kay, Sweet Sea Photography, shannon@sweetseaphotography.com, 250-203-6837 (Shannon is offering \$150 photo sessions for crafters)

Parcel drop-off/pick-up option

If there is interest, we will offer two days (one mid-November, and one mid-December) when we will be on hand at Abraxas Books and Gifts on Denman Island so you can drop off parcels and shoppers can pick them up, for a fee of \$2/parcel. You need to have arranged payment for your wares privately; we will not be taking money. Please indicate your interest on the registration form.

Please give us feedback!

We've never done this before. As is the style in 2020, we are making this up as we go along. Feel free to contact us with ideas.

Ready to register?

If you have a gmail address or Google account, click on our [application form](#). Otherwise, use this [alternate application form](#).

Warmly, Laura, Autumn and Miho