

How To Host An Alternative *Local Market*



Step One

Recruit a team of volunteers to help plan, promote and run your market. For larger-sized market events, aim to have approx. 10 volunteers.

Step Two

Register your market online at <https://alternativegifts.org/giving/gift-markets/register> and order materials (project posters, market packet, catalogs, greeting cards etc.)

Step Three

Invite other organizations or individuals from within your organization, to volunteer to represent projects in the Gifts Inspiring Change catalog, at booths during the market.

Step Four

Secure a location for the market.

Step Five

Create booth displays that represent each Cause that you will be fundraising for, and design ornaments (optional) to hand out for shoppers to take home for free.

Step Six

Promote your market event as much as possible! **Effective marketing can take months of work.** Be sure to give yourself enough time for promoting. Posting on social media, reaching out to local newspapers and radio stations, passing out flyers/posters at local businesses and libraries are a few ideas for promoting your market.

Like the “Alternative Gift Markets” Facebook page and join the Facebook group to share ideas with market volunteers from around the country!

LIKE THE PAGE

JOIN THE GROUP

**Check out our safety guidelines on the Market Resources Page to help you plan a safe market during COVID!*