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.

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

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