

How to run a craft sale

If you love getting creative, or just enjoy bringing people together through fun community events, then running a craft sale could be your perfect Pollin8 challenge.

Creating and selling crafts is a brilliant way to connect with other local makers and creatives, while supporting a cause close to your heart. There are lots of ways to share your handmade creations with others while raising money and awareness for the Bumblebee Conservation Trust. You can keep it local and attend an event in person, or reach a wider audience online - whatever suits your style, time, and resources best!

1. Selling your crafts

In-person events: Look out for local craft fairs, farmers' markets, school fêtes, or community festivals that allow individuals to book a table. They're often advertised on community noticeboards, Facebook groups, or local council websites. Once you've found an event, get in touch with the organiser to find out how to book a table and whether public liability insurance is required. Let them know you're raising money for charity.

Host your own: If you can't find an event near you, or just want to keep it small, you could run a mini craft stall from your front garden, driveway, garage, or even your workplace. Invite neighbours, friends, and colleagues to pop by. This is a low-pressure way to get started and can be especially fun if you tie it in with another activity, like a coffee morning or garden open day.

Sell online: Selling your crafts online means you can reach people beyond your local area. Platforms like [Etsy](https://www.etsy.com/) or [Folksy](https://www.folksy.com/) are designed for handmade goods and are easy to set up with a bit of guidance. Alternatively, you can use Instagram or Facebook Marketplace to share photos of your

work and take orders directly. Let people know where the money is going and how it will help. Check your toolkit for our bumblebee facts!

Pricing tips: If you're donating all the money from your craft sales, make that clear with a sign like: "100% of proceeds go to the Bumblebee Conservation Trust." This works well if you're making items from materials you already have or are happy to donate your time. Alternatively if you want to cover some costs, you could donate a percentage of each sale, or a set amount per product. Just make sure to be transparent with a sign or note. For more informal sales, you could recommend a minimum donation or introduce a 'pay as you feel' price. It allows people to give more if they're able – and often they will!

Spread the word: Remember that when you're telling everyone about your sale, use a variety of different methods as not everyone is online. Tell other local groups, post on your community page, and put up posters around the area. Check out our poster template in your toolkit. Post photos of your crafts, share behind-the-scenes updates, and explain why you're raising funds. Tag us in your photos and videos on social media and we'll aim to share them with our followers too!

**bumblebeeconservation.org**

The Bumblebee Conservation Trust is a registered charity (England & Wales 1115634 / Scotland SC042830).

Correspondence address: Bumblebee Conservation Trust, Beta Centre, Stirling University Innovation Park, Stirling FK9 4NF.

Registered address: International House, 109-111 Fulham Palace Road, London, W6 8JA.



2. Do's and don'ts

To help make selling your crafts go smoothly and stay aligned with the Bumblebee Conservation Trust's values, here are a few quick guidelines:

✓ Do:

- Use the toolkit we've provided to help promote your fundraiser – it includes helpful templates, messaging, and graphics.
- Be clear about how much of the proceeds will be donated.
- Share your story! Let people know why you're supporting bumblebee conservation.
- Have a way to collect donations safely – use our donation poster, collect cash, or use a trusted digital payment method. If you're selling online, it's even easier!
- Keep a record of your sales to make it easier to work out how many donations you've raised.

✗ Don't:

- Don't use our logo to brand your products. Using our official logo requires a legal agreement, so please stick to the toolkit materials provided.
- Don't make claims about the charity (e.g. how funds will be used) beyond what we've shared in official materials in your toolkit.
- Don't undersell your crafts – people are often happy to pay more when it's for a good cause!

Donations: People may be more likely to donate to the Trust if they can find out more about the work they'd be supporting, so do let us know if you would like any leaflets to support your event. Check your toolkit for a poster with a donation QR code to make donating as easy as possible for your guests to donate!

3. After the event

Shout about it: Once your craft stall or sale is finished, don't forget to celebrate everything you've achieved! Whether you raised £10 or £200, your efforts are making a real difference for bumblebees. We'd love to hear how it went, but make sure the rest of your community hear about it too! Take lots of photos and post them on your community page, circulate in a community email, or ask to write a short article for your local newsletter. Remember, if you plan on sharing photos or videos of your event, only do so if people have provided consent.

Thank you for using your creativity to support the Bumblebee Conservation Trust. Every craft, conversation, and donation helps us to secure a future for bumblebees and the people who care about them.

Get in touch!

Post: Bumblebee Conservation Trust, Beta Centre,
Stirling University Innovation Park, Stirling FK9 4NF
Phone: 01786 594 130
Email: membership@bumblebeeconservation.org
Web: www.bumblebeeconservation.org

Remember to take lots of photos and videos during your event, and tag us on social media so we can share them with our followers!

Are you a business looking to donate the proceeds of your goods or services? Some different rules apply, and you may wish to become a Commercial Participator. Email the team at fundraising@bumblebeeconservation.org to learn more.



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