

# Ventura County Potters' Guild – Online Store Guidelines v.21.1

**ONLINE STORE MANAGER:** Stacy Rowe

Required method of contact: [venturapotteryonline@gmail.com](mailto:venturapotteryonline@gmail.com). If no response to your email is received within 48 hours, you can call or text: 310-429-2822.

## **GENERAL ONLINE STORE GUIDELINES:**

All work submitted for sale must be made by a juried Member/Artist and conform to the VCPG Bylaws, Gallery Guidelines, and Online Store Guidelines, as applicable.

Inventory for the online store must consist of items that are not included in your inventory for the Gallery and that are not included as inventory for sale in another location – physical or virtual. Although the online store will track orders and sales, artists should also keep track their online inventory and sales.

Each artist is limited to posting up to 15 unique items in the Online Store at any point in time. (You can have multiple pieces of each item posted if they are all virtually identical in form, size and surface, in which case there will only be one posting for those pieces and your available inventory will be tracked by the store).

The Ventura County Potters' Guild will collect a 15% commission on the sale price of all work sold through the Online Store. There is no commission on sales tax. This will cover online store fees, credit card fees, fees to the Ventura Port District, applicable sales taxes, and any costs incurred by the Guild. There will be no other monthly or per posting fee.

## **ITEM SUBMISSION:**

Complete one ONLINE STORE SUBMISSION FORM for each piece. Or, use the Excel SUBMISSION SPREADSHEET completing one line for each piece\*

\*If you have multiple, virtually identical pieces you need only submit one form/line and submit one set of photos - and note the number of your available inventory on the submission form. There will only be one posting for those pieces and they will share one Inventory number. Your available inventory will be tracked by the store.

Inventory numbers: Must be unique for each submission/posting and begin with artist's initials.

Categories: Every member/artist will have an "artist category" under your name and your work will automatically appear on that page. You can also choose 1 - 2 additional pottery categories for your work; however posting under the second pottery category will be at the discretion of the manager. "Miscellaneous" is only for items when no other pottery category is appropriate. A list of the pottery categories currently in use is at the end of this document.

Fulfillment: Items can be delivered via flat-rate shipping, instore pick up, or both instore pickup and flat-rate shipping. Larger pieces offered for shipping can use the instore pickup/custom-shipping option – see below. Member/artists are responsible for all aspects of shipping and delivery for instore pick up.

Flat-Rate Shipping Only: Artists can ship via any reputable shipping provider (USPS, FedEx, UPS). Your estimated shipping costs (including packing, materials, insurance, shipping regardless of

destination) should be included in the price of your item, as all items are sold as “Shipping Included”. ALL ITEMS SHOULD BE SHIPPED WITHIN 3 BUSINESS DAYS OF RECEIVING NOTICE OF YOUR SALE. Be sure to email the Online Store Manager when the item(s) have shipped and provide the name of the carrier (UPS, USPS, FedEx, etc) and tracking number if available. The Online Store Manager will notify the customer their item(s) have shipped. [NOTE: You should track your actual costs for shipping so they can be deducted for tax purposes.]

Instore Pickup Only: After a piece has sold online, artists will bring their purchased piece to the Ventura Pottery Gallery at the Ventura Harbor WITHIN 3 BUSINESS DAYS OF RECEIVING NOTICE OF YOUR SALE. The item(s) should be wrapped and bagged/boxed and a printout of the order should be attached to the outside of the bag/box. Items for pick-up should be left on the designated area in the backroom of the Gallery. Your price for In Store Pickup should include your price for packaging/travel, etc. Be sure to email the Online Store Manager when the item(s) have been delivered to the Gallery. The Online Store Manager will notify the customer when their item(s) are available for pickup. [NOTE: You should track your actual costs for packaging/travel so they can be deducted for tax purposes.]

Instore Pickup or Flat-Rate Shipping: Please follow the instructions above for Flat-Rate Shipping Only and Instore Pickup Only. Your posted price will be your shipping price and you will have the option of offering the customer a 20% discount coupon for Instore Pickup. This discount is voluntary on your part and can be offered item by item. Sorry, but the % cannot be customized.

Instore Pickup or Custom Shipping: Most of your pieces offered for shipping should offer flat-rate shipping, i.e., priced to accommodate shipping to anywhere in the U.S. However, if you are offering a larger/heavier item for shipping, you might need to base the cost of shipping on the actual destination address. In this case, your item will be priced and initially offered and priced for In Store Pickup only, but there will be a paragraph in the item description stating: “This item is available for shipping at an additional cost. Please use the “Contact Us” form at the bottom of the home page to inquire regarding shipping options and pricing. Please include the artist name, the item name, the shipping address, and your phone number (optional) and we will get back to you with shipping options/prices.” The Online Store Manager will work with you to get the shipping options to the customer ASAP and fulfill the transaction. All other directions above for Instore Pickup or Flat-Rate Shipping apply.

Photos: You may provide three views of each item for sale. The format of the photos should be a square, so be sure to position your item in the frame appropriately. Single-color or gradient backgrounds are required (no “environmental” shots, please). Please submit photos in the .jpg format. Items will only be posted when images of acceptable quality are received. PLEASE use your “ITEM INVENTORY NUMBER” as the name(s) on your photo(s) – e.g., SR101-1; SR101-2. The photo with the -1 for each item will be the “main” photo for that piece.

You should receive an email from the Online Store Manager that your item has posted within approximately 48 hours of submission; however, you are responsible for checking the website yourself to ensure the accuracy of your posting.

## **RETURNS/BREAKAGE**

All sales via the Online Store will be final. However, if a piece is damaged in shipping and/or the customer has any issues with the work, you will resolve this issue directly with the customer. Initial contact between the artist and customer should be within 48 hours of receiving notification of the issue from the Online Store Manager. Be sure to notify the Online Store Manager with an email detailing when and how the issue was resolved.

## **PAYMENT TO THE ARTIST**

Artists will receive a monthly sales report and be paid by the VCPG via check monthly. Payment will be the purchase price of each item sold less 15% commission.

## **REMOVING WORK FROM THE ONLINE STORE**

Items posted on the Online Store will be removed from the website when the inventory for that item is sold out. However, if an artist is under their 15-piece limit, the piece labeled "Out of Stock" will remain posted until the artist has submitted replacement pieces up to the limit. (This continues to display artists' work and indicates sales to customers). An artist can choose to remove an item from the Online Store at any time by providing the Item Number of the piece to be removed to the Online Store Manager via email. Pieces can be removed permanently or temporarily. Pieces removed temporarily can be reposted by providing the original Item Number of the piece to the Online Store Manager via email. If you wish to temporarily suspend your participation in the Online Store altogether (due to travel or other circumstances), notify the Online Store Manager in advance via email and again when you wish to repost in the Online Store. You will not need to resend a Submission Form/photos for each of your items.

Item Categories as of March, 2021:

Bottles & Sake Sets

Bowls

Casseroles

Covered Jars & Boxes

Cups & Mugs

Jewelry

Jewelry Organizers

Kitchen Miscellaneous

Lanterns & Candle Holders

Sculpture

Soap Dishes & Dispensers

Sponge & Napkin Holders

Spoon & Utensil Holders

Vases

Wall & Hanging Pieces

Miscellaneous

Holiday