

VENTURA POTTERY ONLINE

VENTURA COUNTY POTTERS' GUILD ONLINE STORE

VENTURAPOTTERYONLINE.COM

FEBRUARY 10, 2022

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GENERAL GUIDELINES

- Online Store Manager: Stacy Rowe
- Requirement Method of Contact: email at venturapotteryonline@gmail.com
 - Please do not use any other email for communication about the Online Store
 - If you receive no response from your email after 48 hours, you can call or text Stacy at 310-429-2822.

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GENERAL GUIDELINES

- All work submitted for sale must be made by a juried Plus Member and conform to the VCPG Bylaws, Gallery Guidelines, and Online Store Guidelines, as applicable.
- The Online Store is open to all juried VCPG Plus Members.
- 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. This is because we cannot sell the same piece twice.
- Although the online store will track orders and sales, artists should also keep track their online inventory and sales.

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GENERAL GUIDELINES

- Each artist can post up to 20 unique items in the Online Store at any point in time. You don't have submit all 20 pieces at once and you can have less than 20 pieces posted. There is no time-limit on how long an item can be posted, but posting new work regularly is the key to your, and the store's, success.
- The Ventura County Potters' Guild will collect a 15% commission on the Base Price of all work sold through the Online Store. 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.

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ONLINE STORE MEMBER CONTRACT/W-9

- Before your items can be posted to the Online Store, please review and sign the Online Store Member Contract.
- Please mail the signed contract to the Gallery, 1567 Spinnaker Drive, #105, Ventura, CA 93001. Please write: Attention: Stacy Rowe on the envelope.
- If you prefer to drop the contract off at the Gallery, place it on my shelf.
- If you are not a current Gallery or Ojai Sale Artist, or if your contact info has changed, you will need to submit a completed W-9. Please use the mailing address or delivery instructions above.

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ITEM SUBMISSION

- Complete one ONLINE STORE SUBMISSION FORM (Fillable PDF) for each piece.
- Alternately, we have an EXCEL Spreadsheet where you can submit all your items on one form.
- You need only submit the PDF or EXCEL form(s), not both. (Note: if it is all the same to you, I prefer you use the PDF).
- Inventory numbers: Must be unique for each submission and begin with artist's initials. Example: SR101, SR102, etc.
- If you have multiple, virtually identical pieces you need only submit one form/item line and one set of photos and note the number available on the submission form. There will only be one posting for those pieces and your available inventory will be tracked by the store. These pieces will all share one Inventory number.

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ITEM SUBMISSION

- Item Description: Think about what your customer needs to know when considering your piece – Food safe? Dishwasher safe? Dimensions? Volume? Please add the following at the end of your description: Artist: Your name. I will cut paste your description as written.
- Categories: All work will be posted in the artist’s category. Please select 1 or 2 other categories you feel best represent your piece. Note: Your work will be posted in at least 1 of those categories; the second category is at the discretion of the manager. “Miscellaneous” is only for pieces that do not fit in any other category.

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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 available for shipping (except custom shipping) 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.]

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FULFILLMENT

- 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.]

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FULFILLMENT

- 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.

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FULLFILLMENT

- 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 Flate-Rate Shipping apply.

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PHOTOS

- You may provide up to three views of each item for sale.
- The format of the photos will be a square, so be sure to position your item in the frame appropriately (centered with lots of space around, especially on the sides); or, use the "Square" setting on your smart phone (this is the easiest).
- 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.
- Single-color or gradient backgrounds are required (no "environmental" shots, please).

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PHOTOS

- Submit photos in the .jpg format. Items will only be posted when images of acceptable quality are received. The quality of your photos may be the single biggest factor in the success of your postings.
- We recommend using image files of around 500KB for best results.
- 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.

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ITEM SOLD!

- When you have sold an item, you will receive an email from the Online Store Manager with the order details attached.
- If the customer is local, and you'd like to offer an additional delivery method, e.g., meeting them in your studio or some nearby location, you can email the customer directly to make arrangement. Let the Online Store Manager know what arrangement has been made.

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RETURNS/BREAKAGE

- All sales via the Online Store will be final.
- 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.

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PAYMENT TO THE ARTIST

- Artists will receive a monthly sales report and be paid by the VCPG via check monthly. This will be a separate check from your payment from the Ventura Pottery Gallery.
- Payment will be the purchase price of each item sold plus applicable shipping costs, less 15% commission (on the base price only).
- Artist will receive only one 1099 for income tax purposes.

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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 20-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, just let the Online Store Manager know.
- Pieces that have been permanently removed can only be reposted by resending the Online Store Submission Form and photos.
- Pieces temporarily removed just require an email with the item number to the Online Store Manager.

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REMOVING WORK FROM THE ONLINE STORE

- If you wish to temporarily suspend your participation in the Online Store (due to travel or other circumstances), notify the Online Store Manager in advance via email to discuss your options. You will not need to resend a Submission Form/photos for each of your items when you reopen.

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MARKETING AT THE HARBOR GALLERY

- Online Store postcards currently included in every sale
- Banners and flyers currently on display – add one in front window with the QR Code;
- Signage about the Online Store on participating artists' Gallery shelves.

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SOCIAL MEDIA

- We have a new Online Store Marketing Coordinator – Bethany Anderson!
- More posts on Social Media (Facebook and Instagram) focusing on *new work and themes*.
 - Create a post every time an artist posts new pieces. Refreshing your work is encouraged – one new piece monthly would be awesome.
 - Designate a monthly Featured Artist (FA)
 - FA must post 5 new pieces and provide a short bio (it would be great if at least some of the FA's work is available to ship).
 - FA can post up to 25 pieces that month
 - Facebook/Instagram post with boost for FA, including a link to the artists' page
 - Send a MailChimp email for each FA
 - FA will be moved to the front of "Browse by Artist" list and will be designated as "June Featured Artist"

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SOCIAL MEDIA

- We have a new Online Store Marketing Coordinator – Bethany Anderson!
- Monthly Themes – Some months we will feature work around a specific theme. Some examples include: Spring Into Color; In The Kitchen; Party With Pottery; Spooky Pots.
- We will coordinate with Galley/Guild sales and promotions and Clay Challenges
 - All Online Store Artists can participate with new or existing work
 - Any NEW work submitted for a monthly theme won't count toward your 20 piece limit.
 - We will create a special category for pieces that fit into the "theme".

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PERSONAL MARKETING

- You can help us get the word out by:
 - Liking and sharing our social media posts – every time
 - Forwarding emails to your own email lists.
 - Posting information/URL on your personal websites.
 - Telling all your friends and customers.

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