

VENTURA POTTERY ONLINE

VENTURA COUNTY POTTERS' GUILD ONLINE STORE

VENTURAPOTTERYONLINE.COM

SEPTEMBER 28, 2020 VCPG MEMBERS MEETING

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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 Member/Artist and conform to the VCPG Bylaws, Gallery Guidelines, and Online Store Guidelines, as applicable.
- The initial pilot launching 10/1/2020 is limited to current Gallery artists. However, as soon as possible, the Online Store will be open to all juried VCPG 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. (Sample form provided or use your own).

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Inventory #	Item description incl dimensions/volume	Weight	Categories	Date submitted to Online Store Manager	Date Posted on Site	Base Price	Shipping Cost	Date Sold	P=Pick Up S=Ship	Date Shipped/ Dropped Off	Actual Shipping/Transport Costs	Emailed Store Manager Item Delivered/Sent	Payment Received	Amount of Payment	Comments
SR1	Large Tray. 12"x6"x2". Oven safe. Black and blue-green glaze.		Serving Dishes, Oven Ware, Artist	6/8/2020	6/9/2020	\$30.00	\$15.00	10-Jun S		16-Jun	\$13.50	16-Jun	12-Jul	\$45.00	

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GENERAL GUIDELINES

- Each artist is limited to posting up to 10 unique items in the Online Store at any point in time. You don't have submit all 10 pieces at once and you can have less than 10 pieces posted.
- The Ventura County Potters' Guild will collect a 15% commission on the Base Price of all work sold through the Online Store. There is no commission on shipping. 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 Artist, you will also 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 for each piece.
- If you have multiple, virtually identical pieces you need only submit one form and one photo and note your available inventory 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.
- Inventory numbers: Must be unique for each submission and begin with artist's initials. Example: SR101, SR102, etc.

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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: Check all the category pages under which you would like your work to appear. Every member/artist will also be a "category" and your work will automatically appear on your artist page.
- Delivery Method/Pricing: Items can be delivered via shipping, in store pick up, or both. Please check the appropriate box(es). Member/artists are responsible for all aspects of shipping and delivery for in-store pick up.

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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; or, use the “Square” setting on your smart phone.
- 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.
- We recommend using image files of less than 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. The following document will be attached.
- If you have a question about the order, you can email the customer directly.
- 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 and any shipping charges, if applicable, can be refunded.

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9/28/2020 Order Details | Square Online

Order Details #769690969

Item	SKU	Status	Price	Qty	Total
 Ocean Green Mug Variation: Regular Free In Store Pick Up \$15 Flat Rate Shipping: Free In Store Pick Up	SR101	Pending (1)	\$1.00	1	\$1.00
Subtotal:					\$1.00
In-store pick up:					\$0.00
Tax: (California)					\$0.08
TOTAL:					\$1.08

Fulfillment details

Contact information
 Stacy Rowe
 3104292822
Stacerow@icmail.com

Pickup time
 10/2/2020 12:00 pm

Pickup location
 Ventura County Potters' Guild
 1567 Spinnaker Drive
 Suite 105
 Ventura, CA 93001

Billing Details

Payment Method
 Visa ending in 6234 (Exp. 7/2025)

Billing Address
 93001
 United States

Contact Information
 Phone: 3104292822
 Email: Stacerow@icmail.com


Date	Description
9/28/2020 11:42 am	Customer charged \$1.08 on Visa ending in 6234

<https://square.online/app/store/users/132522714/files/240198489520823718/instore/orders/769690969>
1/1

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9/28/2020 Order Details | Square Online

Order Details #1733679366

Item	SKU	Status	Price	Qty	Total
 Eggplant Mug Variation: Regular Free In Store Pickup or Regional Shipping Rates: Shipping Pacific Time Zone (+\$10.00)	SR103	Pending (1)	\$11.00	1	\$11.00
Subtotal:					\$11.00
Shipping:					\$0.00
Tax: (California)					\$0.85
TOTAL:					\$11.85

Fulfillment details

Shipping Address
 Stacy Rowe
 2361 Iroquois Lane
 Ventura, CA 93001
 United States

Contact information
 3104292822
Stacerow@icmail.com

Shipping Weight
 0.75lb

Billing Details

Payment Method
 Visa ending in 6234 (Exp. 7/2025)

Billing Address
 93001
 United States

Contact Information
 Phone: 3104292822
 Email: Stacerow@icmail.com

Date	Description
9/28/2020 11:40 am	Customer charged \$11.85 on Visa ending in 6234

<https://square.online/app/store/users/132522714/files/240198489520823718/instore/orders/1733679366>
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SHIPPING

- Artists can ship via any reputable shipping provider (USPS, FedEx, UPS).
- Your shipping costs should be set in \$5 increments and should include all costs related to shipping: packing, materials, insurance, etc. If you are shipping flat rate, check the applicable shipping costs on the Online Store Submission Form.
- If you are shipping based on distance shipped, you will need to use your shipping provider's calculator to determine estimates for each time zone, and enter the amounts (rounded to a \$5 increment) on the Online Store Submission Form.

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SHIPPING

- 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.]
- When a customer has ordered multiple pieces from a single artist (or has placed a large order with multiple artists) the artist(s) may consolidate items for shipping in one (or more) boxes, thereby saving the customer shipping costs. In such cases the artist should email the Online Store Manager the amount of savings to be refunded to the customers. This is not mandatory, however it represents good customer service.
- Refer to the "Shipping" tab on our website to review what we tell the customer about shipping.

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IN STORE PICKUP

- 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 your name and the name of the buyer should be clearly marked on the outside of the bag/box.
- Items for pick-up should be left on the designated area in the backroom of the Gallery. (Bottom shelf across from table).

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IN STORE PICKUP

- Your “Base Price”, which is 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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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 10-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.
- Photos 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 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.

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MARKETING

- Your Marketing Team is working hard to spread the word. Efforts include:
 - Adding Online Store URL to all VCPG and Ventura Potter Gallery materials and our new website
 - Press Release
 - Poster in Gallery
 - Posts on our social media: FaceBook. Instagram
 - Notification via our email list

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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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