

Create and Sell Guide

Unleash your creative talents and sell your crafts and creations online to raise funds to support MRF.

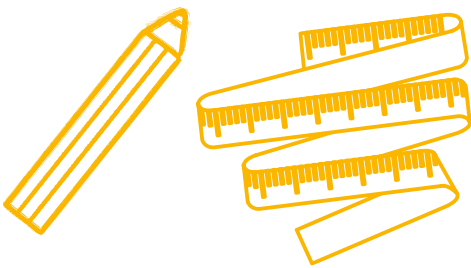
Get Creative

- Have you always been good at drawing? Did you take up crochet over lock down? Maybe you have found the ultimate cookie recipe. There are lots of things you can sell online from the comfort of your own home.
- Ideas include:
 - Homemade cards
 - Learn brush lettering and create posters with famous quotes
 - Embroidery
 - Crochet hats, dinosaurs or mittens
 - Macrame
 - Make and sell Cookies or Marshmallows (always make customers aware of ingredients when selling food online)
 - Take commissions and draw people's portraits, homes or pets



Getting Ready

- Once you have decided what to sell, you need a platform to sell on. Sites that are worth looking into include:
 - [Etsy](https://www.etsy.com)
 - [Zazzle](https://www.zazzle.com)
 - [Folksy](https://www.folksy.com)



www.meningitis.org



"My garden is full of forget-me-nots every year so it was a very easy task of harvesting the seeds and then printing the card."

- Sue Baggott raised £100 by selling cards with seeds.

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What You'll Need

- Your product to sell
- Envelopes/appropriate packing - it's important you send any items in something that protects it from postage damage!
- Draft some wording to post on your social media platforms sharing that you are selling items to support your fundraising goals in aid of MRF.



Top tips

- Write a thank you letter to the customer who has bought an item. Handwritten messages of thanks are always appreciated, and if you include why you are fundraising people might donate more.
- Share that you are selling items on your social media and encourage your friends and family to share your page too.
- Include an update on your Just Giving page to let your supporters know how you are continuing to fundraise.

The important bits

- Check out where your local Post Office is and the, often unusual, opening and closing times
- Do your research with how much postage and packing costs for your items
- If you are selling any food, include any allergens and ingredients in your description and also send out a printed version with the products to your customer too.

**For more information contact
fundraising@meningitis.org**



"I decided to donate a portion of a week's profits from my plant business, and I raised £50! My customers were really receptive, and some even gave an extra donation."

- Georgina Hull, Kilimanjaro Trek