

What Is a Holiday Shop?

Holiday shops, also known as Santa shops, are popular with kids and parents, and volunteers often enjoy helping children make their choices. The basic setup is that parent groups provide merchandise, which students can purchase as gifts for family members and friends (including pets!). Many groups mark up the items to run the shop as a fundraiser, while others sell the items at cost as a service for families.

How Does a School Holiday Shop Work?

- Decide on a name for your shop. Popular names include Winter Wonderland, Candy Cane Lane, and Santa's Workshop.
- Make sure to choose a good mix of gift items at a variety of price points. It's best if most items are less than \$5 to \$10 each. You'll want to set up your shop in a spot with enough space to display the items and manage crowd control, such as the school library or multipurpose room.
- Work with teachers and administrators to schedule previews and shopping times for each class. And have a plan to discreetly help children who can't afford to shop; this might be done with gift certificates or store credit, for example.

Benefits of Working with a Holiday Shop Company

A DIY holiday shop is a big organizational challenge, with a lot of up-front planning, cash outlay for gift items, and volunteer recruitment. By working with a holiday shop vendor, you can order merchandise on consignment (no preselling or money up front) and use the preloaded store app for purchases to make the checkout process even simpler and faster. No money goes to the vendor until the shop is over; you'll only pay for what you sell and return any unsold items.

We will send the holiday shop chair a planning packet with tips for a successful event, promotional materials, bags, tablecloths, and signage. And, since it's tough to predict what the hot items will be, working with a provider gives your group a pain-free way to restock from day to day.