

## **Sales Table Chair:**

The Parents' Club offers family-oriented Stanford merchandise for sale. The Sales Table Chair is responsible for managing sales of spirit merchandise at key on-campus family events: New Student Orientation (Sept), Family Weekend (Feb), and Admit Weekend (April). In addition to providing a service for Stanford families, sales of merchandise support the Parents' Club Scholarship Fund and other programs for Stanford students and families.

The Sales Table Chair works closely with the club's VP of Stanford Events and with the rest of the Spirit Merchandise Team. For each event, the VP of Stanford Events is responsible for recruiting and scheduling table volunteers. The Sales Table Chair will confirm the volunteers, provide detailed instructions, and oversee sales table volunteers and activities during the event. The Sales Table Chair will:

Prior to each campus event:

- Attend Stanford's organizational meeting with Parents' Club leaders and Stanford's event planning team a few months in advance of each event to understand expectations, any event changes from the prior year, and timeline.
- With the Merchandise Team Chair, discuss items to sell and pricing; the Spirit Team Chair will make a recommendation to the club's Board of Directors.
- Coordinate volunteers:
  - With the VP of Stanford Events, determine volunteer needs and support volunteer sign-up efforts as needed.
  - Confirm volunteers, providing them with detailed instructions regarding roles, responsibilities, schedule, and logistics.
- Review the Cash/Check Handling and Reporting Procedures with the club's VP of Stanford Events and Financial Secretary.
- Arrange with the Merchandise Storekeeper to pick up merchandise from storage before the event and to return unsold merchandise afterward. From the Merchandise Team Chair, get merchandise inventory sheets to complete and return.
- With volunteers, set up the Sales Tables as much as possible the day before the event.

During the event:

- Plan to be on-site during the entire event.
- Manage volunteers: check-in, organize, and direct volunteers as they arrive for each shift.
- Oversee payments: Instruct sales volunteers how to use the 'Square' devices.
- Keep sales tables tidy and appealing.
- Supervise and trouble-shoot as needed.
- With volunteers, inventory and pack up unsold merchandise. Return to storage.

Event follow-up

- Thank volunteers.

- Update inventory records. Prepare Event Report, highlighting changes and suggesting improvements for next year.