



## *Resale Instructions*

**Location:** Keva Sports Center, 8312 Forsythia St., Middleton, WI 53562 (608) 662-7529

**Contact:** Katie Sal, Resale Coordinator 608-217-9564  
Email: [resale@mamoms.org](mailto:resale@mamoms.org)

**Registration:** Seller/worker registration:

The calendar month prior to the resale. (Typically March 1-31; August 1-31)  
Register online: [MAMOMs Resale Registration](#)  
(All sellers and/or volunteers register here)

Seller fees:

MAMOMs member nonworker (or less than 4 hours) = \$55  
MAMOMs member worker (portion of sale; 4+ hours) = \$35  
MAMOMs member worker (entire sale) = \$25  
Non-member nonworker = 27% of the individual's sales, \$25 minimum  
Non-member worker = 20% of the individual's sales, \$25 minimum  
(all fees are deducted from one's resale check after the sale)

**Seller Referral:** For each new active seller a person refers, (s)he will be credited \$5 of the seller fee

**Table Credit:** For each qualified table a seller donates, (s)he will be credited \$5 of the seller fee.

Table Qualifications:

1. Sturdy, at least 6 feet long, regular table height, in good shape
2. Registered before deadline, on registration form online
3. Table(s) delivered to Keva on Friday of set up
4. Table(s) removed from Keva between 2:00-3:00 Saturday of the sale
5. Each table clearly labeled with name and seller number on underside

Table Donation Details:

1. If any of the qualifications are not met, the \$5 per table credit will not be issued.
2. If a seller commits to contributing tables and doesn't, the full cost of renting the tables may be deducted from the sales (\$11/table).
3. MAMOMs is not responsible for damage.
4. The amount of credit will not exceed a person's seller fee.
5. The Resale Coordinator will confirm table donation in the confirmation email. First registered, first used.
6. MAMOMs is still responsible for a per-table charge to Keva, but table donations reduce this overall cost by 50%, thank you!

**Timeline:**

Friday	
4:00 p.m. – 8:00 p.m.	Workers set up & organize sales floor
5:15 p.m. – 7:00 p.m.	Sellers drop off items to sell
8:00 p.m. – 10:00 p.m.	Shopping for people working <u>all</u> of Fri. & Sat.
Saturday	
6:00 a.m. – 8:00 a.m.	Worker shopping
8:00 a.m. – 8:30 a.m.	Worker meetings & information
<b>8:30</b> a.m. – 12:00 p.m.	Pregnant members shopping
<b>8:45</b> a.m. – 12:00 p.m.	Members shopping
<b>9:30</b> a.m. – 12:00 p.m.	Public shopping (with infant-wearing)
<b>11:00</b> a.m. – 12:00 p.m.	Family shopping, closely supervised children welcome
12:00 p.m. – 2:00 p.m.	Sort unsold items, clean up
2:00 p.m.	Sellers pick up unsold items & tables, <b>worker check out</b>

**What to Sell:** Please sell clean, season-appropriate items related to children.

- Children’s clothing (newborn – size 16)
- Children’s footwear
- Baby equipment/gear
- Children’s furniture
- Toys, crafts,
- Sporting equipment
- Books, DVDs, gaming
- Costumes/Dress up

**What NOT to Sell:** Please do not sell the following items. They will be removed from the selling area, and the appropriate violation fee will apply.

- Cribs
- Maternity clothing
- Stained, damaged clothing & equipment
- Off-season clothing & equipment
- Non-name-brand stuffed animals
- Used or open packages of pacifiers/bottle nipples
- Promotional toys (i.e. Happy Meal toys)
- Items without working batteries
- Recalled items

**A. Seller/Worker Registration Procedures:**

1. **Registration form:** An online seller/worker registration form must be completed and submitted by every seller (members and non-members) and worker. The online registration will be available on the [MAMOMs resale website](#). Sellers and workers must register prior to every resale. *Registration is typically open the full calendar month before a sale.*
2. **Registration priority:** Registration is on a first come, first served basis. MAMOMs will notify applicants if they are unable to sell or work.
3. **Registration fees:** To help with rental costs and needed equipment for the resale, each seller contributes a base fee of \$55. If one volunteers for 4+ hours, \$35. Workers for the whole sale, \$25. Applicable seller/shopper fees will be deducted from each seller’s check after the Resale. All registration fees are non-refundable since MAMOMs reserves space and equipment according to the number of sellers that register.
4. **Non-member sellers:** Non-member sellers contribute 27% of their sales (keep 73%). And, non-member sellers who work at least a portion of the sale contribute just 20% of their sales (keep 80%). All resale instructions apply to non-member sellers.
5. **Referral Bonus:** For each new active seller a seller refers, (s)he will receive \$5 reduction in seller fee.
6. **Table Bonus:** For each qualified table a seller contributes to the sale, (s)he will receive a \$5 reduction in seller fee. (See above for details.)
7. **New seller orientation:** New sellers are required to view the resale tagging orientation videos prior to selling at the resale. Contact the Resale Coordinator for more information [resale@mamoms.org](mailto:resale@mamoms.org). MAMOMs Resale instructions are a bit complex, and orienting before the sale will help the new seller stay violation-free as well as keep the sale running smoothly.
8. **Seller numbers:** Sellers receive and keep a seller number, which will be assigned upon registration. Sellers keep the same seller number for each sale. MAMOMs will hold an absent seller’s number for three consecutive resales. Then that number may be reassigned.

9. **Worker registration:** After resale registration is complete, the resale coordinator will notify workers of their shift assignment and times.
- **Worker Jobs:**
    - Tag adders- operate a 10-key machine to add up each seller's purchase. Tag adders calculate each order twice (getting the same total). They communicate the total purchase amount and remind shoppers about payment options. Tag adders record tagging violations.
    - Detaggers- quickly and thoroughly remove the bigger part of each perforated tag in each shopper's purchase. Detaggers organize the tags for the tag adder. They also chat with the shoppers and help the tag adder track tagging violations. Finally, the Detagger escorts the shopper to the cashier, with the receipts. (S)he helps the shopper move her items as needed.
    - Data Entry Wizards- tabulate each order in a spreadsheet as a double-check for sales as well as the organizing tool to determine each seller's profits
    - Clothing Clerks- keep the tables and racks organized, offer to take filled bags/bins to the hold/sold, and provide extra shopping bags. In addition, Clothing Clerks help prevent theft by engaging with shoppers.
    - Toy Team - keep tables organized and consolidate large items. They take large items and full bags/bins to the hold/sold area for shoppers, labeled with shoppers name & phone number. Toy Team-members often advise shoppers and provide helpful tips. In addition they guide shoppers to the check-out.
    - Hold/Sold Hands- take large items and full bags/bins and organize them by shopper last name. Then they help shoppers collect their items for check-out. Hold/Sold Hands organize the toy and clothing bins for the re-sorting that happens after the sale.

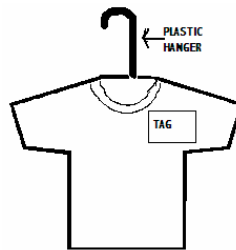
## ***B. Tagging, Pricing & Sorting Procedures:***

1. **Purchase MAMOMs Tags:** All sellers must use the MAMOMs perforated tags to price and sell items. Tags are available in packs of 250 for \$10.00 per pack. They can be purchased at meetings or by contacting the following board members and resale committee members:
  - a. *Katie Sal* (Resale Coordinator), Cottage Grove & North/East Madison areas [resale@mamoms.org](mailto:resale@mamoms.org)
  - b. *Kira Mochal* (Vice President), Waunakee area [kira.langoussis@gmail.com](mailto:kira.langoussis@gmail.com)
  - c. *Terry Lechner* (resale), Sun Prairie area [terrylechner@gmail.com](mailto:terrylechner@gmail.com)
  - d. *Rebecca Jordan Haushalter* (fundraising), West & South Madison areas [jordanreba@hotmail.com](mailto:jordanreba@hotmail.com)
  - e. *Jieli Wei* (Asst Treasurer), Fitchburg area [jieliwei@gmail.com](mailto:jieliwei@gmail.com)
  - f. *Emily Richter* (media coordinator), Oregon area [emily.ann.richter@gmail.com](mailto:emily.ann.richter@gmail.com)
  
2. **Determine What to Sell:** The following types of items may be sold at the resale. Please only sell merchandise that is clean, season-appropriate, and properly working.
  - a. Clothing & Footwear: MAMOMs accepts boys and girls clothing sizes newborn through 16 in the current styles. Clothing must be in excellent condition with no stains, tears, or other damage. Please check over clothing very carefully. Pants, short and long sleeve shirts, sweatshirts, dresses/skirts, all pajamas, and baby items may be sold at every resale. In addition, some items are only sold at one resale to save space:
    - i. Fall/Winter resale → Corduroy, velvet, winter holiday themed items, heavy jackets, snow-related items, winter boots, Halloween costumes (swimsuits are okay)
    - ii. Spring/Summer resale → shorts, tank tops, sandals, all swim-related items
    - iii. MAMOMs will not sell junior or adult sizes or maternity clothing.
  - b. Toys & Equipment: Sellers may sell most anything child-related: baby equipment (changing tables, swings, exersaucers, playpens, high chairs, strollers, car seats, potty chairs, bath seats, etc.), baby gear (bedding, feeding items, nursing supplies, diaper bags, baby carriers, etc.), children's furniture (beds, desks, dressers, etc.), toys, sporting equipment (season appropriate), books, DVDs.
    - i. Extra paperwork is required for car seats.
    - ii. Stuffed animals do not sell well.
    - iii. MAMOMs will not sell cribs

### 3. Prepare Items to Sell:



- a. All clothing must be hung or folded neatly.
- b. Shoes and boots must be attached together by tying, pinning, or zip tying. Footwear may not be sold in plastic bags.
- c. **If an item is in its original packaging, all parts must be present, unless otherwise noted on the tag. If a seller does not, this will be noted as a violation for false advertising of goods.**
- d. Secure outfits or multiple items together so they will not get separated.
- e. Multiple items being sold together must be the same size (ex: 2T top and bottom) and different brand names should be noted on the tag.
- f. For items with multiple parts, securely attach the parts with string, zip ties, etc. Put a price tag on the main item only. Attach an index card or other durable paper noting the seller number, item type, and the item count (2 or 3, 3 of 3, for example), to each of the other parts. "1 of X" should be noted on the price tag.
- g. Jackets, coats, snowpants, and Halloween costumes must be on hangers.
- h. Small items must be packaged in zip top bags and priced as one unit (i.e. 3 onesies for \$1.50). Tape the bag shut with clear packing tape. The bag must be able to show contents inside. No items are allowed to be opened during the resale.
- i. To determine if any item has been recalled, check the Consumer Products Safety Commission website at: [www.cpsc.gov](http://www.cpsc.gov).
- j. To see if a car seat has been recalled, please call the Dept. of Transportation Vehicle Safety Hotline at (888) 327-4236.
- k. Place the hanger so that it looks like the number "2" or "?" with the tag over the "heart" or left side of the garment.

#### EXAMPLE OF HANGING PROCEDURE



4. **Fill Out One Tag Per Item:** Neatly fill out BOTH sides of the tag with the appropriate information (i.e. seller number, item, size, detailed description and price). The seller number and price must be on both portions of the tag. The "Description" tag section should be thorough enough so that if the tag is separated from the item, the workers can match them. MAMOMs is not responsible for a seller's lost sales. \*Some sellers use this area to note special things about their items ("never worn," "so cute!," brand name, "wears like a size...")

#### EXAMPLE OF COMPLETED TAG

 <small>Midian Area Mothers of Multiples, Inc.</small>		 <small>Midian Area Mothers of Multiples, Inc.</small>	
SELLER NO: 198		SELLER NO: <u>198</u>	
		ITEM: <u>Girl's long-sleeved shirt</u>	
SIZE: 4T		DESCRIPTION: <u>Pink &amp; purple w/ hearts &amp; Barbie</u>	
\$ 1.50		SIZE: 4T	\$ 1.50

- a. **Clothing & Footwear:** The "Item" section should include the gender and type of item (boy's shirt, girl's dress, boy's pants, girl's two piece set, etc.). \*Assigning a gender to clothing is an archaic system of organization. Shoppers are encouraged to visit both clothing sections to find items for their children.
- b. **Toys & Equipment:** The "Item" section should be labeled according to the toys/equipment area sorting categories below (i.e. "Legos" or "Little People").
- c. **IMPORTANT CAR SEAT NOTICE:** Sellers must note the car seat manufacture date on the tag. \*In addition, there is a required car seat form for each seat.

5. **Pricing Items:** Price items in multiples of \$0.25 (\$2.50, \$3.75, \$5.00). **When possible, use dollar increments** to make the check-out process faster (\$3 instead of \$2.75). Sellers set their own prices, considering the condition and brand name of the item. MAMOMs will not discount seller items at any time during the sale. If a seller wishes to change a price, a new tag must be put into place. MAMOMs will not accept any price changes on tags at the cash register. These items will be sent to the violation table.
- a. Clothing & Footwear: Price to sell! Typically folks price higher than a garage sale but less than a consignment shop. Plan to hang at least 1/3 to 1/2 of your clothing items. Good items to hang include items which have duplicates, pant/shirt outfits, dresses, and items you want displayed more prominently. Other items can be folded and placed on selling tables. Typical prices:
- i. Shirt, pants \$1-3
  - ii. Outfit \$3-6
  - iii. Pajamas \$2-6
  - iv. Dress \$2-6
  - v. Shoes \$2-10
- b. Toys & Equipment: Many folks price larger items at half price of retail for items in spectacular condition. Small, well-loved items are usually priced lower. Typical prices:
- i. Car seat, single stroller \$25-100
  - ii. Pack 'n' Play, exersaucer, play house \$20-40
  - iii. Potty seat, walker, play mat \$5-15
  - iv. Bike, scooter \$20-40
  - v. Book, DVD \$1-3
  - vi. Doll, truck, crafts, blocks \$1-5

6. **Secure Tag on Item:**

- a. Clothing & Footwear: All tags on clothing and footwear must be securely attached with a safety pin to the left of the perforation on the tags where it says "SAFETY PIN HERE." For clothing items, the tag must be over the "heart" (left side when wearing it, right side when viewing it).
- b. Toys & Equipment: All tags on toys and equipment must be secured with a piece of clear packing or scotch tape on the left side only (to ensure small side of tag, when torn along perforation, still remains attached to the item). The larger portion of the tag should move freely. Please do not put tape over the entire tag or the perforation! We need to be able to tear the tag at the perforation during checkout. No duct or masking tape. Use Scotch tape instead of packing tape on books.
- c. No straight pins, paperclips, or staples are allowed to secure tags on any item.
- d. Tags must be taped or pinned on the outside of any bag.
- e. MAMOMs cannot sell items without tags. The club is not responsible for lost tags or lost/misplaced items.

7. **Sort Items in Preparation for Drop Off:** All items must be sorted by the seller prior to drop-off at the resale. Items should be sorted into clearly labeled paper bags, tubs, or boxes. **\*NO plastic bags!** These shift and spill too easily. Please sort items in the following categories:

- a. **Clothing & Footwear:** Sort all clothing items into the categories listed below for **BOYS** and **GIRLS** separately.

**Do not put more than one size/gender category in each bag/bin.**

- |                              |   |
|------------------------------|---|
| • Boy 0-3 months; Girl 0-3mo | • Boy 18 months; Girl 18 mo   |
| • Boy 3-6 mo; Girl 3-6mo     | • Boy 24mo/ 2T; Girl 24mo/2T  |
| • Boy 6-9 mo; Girl 6-9mo     | • Children's size categories: 3, 4, 5, 6, 7, 8, 10-16                 |
| • Boy 12 mo; Girl 12 mo      | • Swimsuits size categories:<br>0-12 mos., 18 mos.-2T, 3T-4T, 5-6, 7+ |

The following clothing/footwear items are not displayed by gender but must be sorted **by size:**  
**0-3mo; 3-6mo; 6-9mo; 12mo; 18mo; 24mo/2T; 3; 4; 5; 6; 7; 8; 10-16**

- |                    |                                      |
|--------------------|--------------------------------------|
| • Preemie          | • Onesies                            |
| • Pajamas/sleepers | • Dress Up, Halloween Costumes       |
| • Socks & tights   | • Footwear (toddler 1-13; Youth 1-7) |
| • Underwear        | • Hats & Mittens                     |

b. **Toys & Equipment:**

- Breast Pumps
- Nursing Pillows
- Nursing Supplies
- Feeding
- Bath Items
- Room Décor
- Bumper Pads
- Baby Blankets
- Crib Sheets
- Infant Toys – 12 mos.
- Dolls, Barbie, etc.
- Girl: Misc.
- Boxed Games
- Puzzles
- Electronic Games (incl. Lite Brite, Leap Pads, etc.)
- Soft Baby Carriers
- Car Travel Accessories
- Books
- Trucks & Cars
- Action & Adventure
- Boy: Misc.
- DVDs
- Little People (Fisher Price)
- Lego/Duplo
- Video Games/Cartridges
- Arts & Crafts Supplies
- Backpacks
- Health & Safety
- Diaper Bags & Diapers

c. **“Large” Toys & Equipment:**

- Swings
- High Chairs
- Bikes
- Large Toys
- Bathtubs
- Car seats
- Potty Seats
- Crib Mattresses, Furniture, etc.
- Sports Equipment
- Outside/Playground
- Strollers

**C. Seller Drop-off Procedures:**

1. **Check in:** At one’s drop-off time, check in at the registration desk prior to dropping off merchandise.
2. **Drop off items:** Place merchandise in a designated drop-off area – look for signs. All items must be pre-sorted by the seller according to the tagging/pricing procedures. No items or boxes may be left at the resale entrance.
3. **Assemble large items:** Large items must be assembled by the seller at the time of drop off. If the item is not sold, the seller must disassemble it during pick up time after the resale. Large items that may require seller assembly include: highchairs, beds, strollers, play structures, etc.
4. **Leave tubs/boxes:** Please leave 2-3 tubs or boxes labeled with your seller number at the designated bin storage area for ease in end-of-resale sorting and pick up. (At pick up time after the resale, sellers may want to bring additional tubs/boxes for unsold items.)
5. **Exit:** At the end of one’s drop-off time, please exit the building and parking lot to allow space for the next group of sellers.

**D. Following the Resale:**

1. **Pick Up Unsold Items:** Pick up unsold items at 2:00 p.m. If workers are still sorting items, please wait. Any items left behind will be donated/disposed and applicable fees/violation will be assessed. Don’t forget to check the “WOW” area for your items too.
2. **Seller Payments:** The payment for one’s sales will be made by check after the tag-sort. The tag-sort happens at the general MAMOMs meeting following the sale, typically the third Thursday of the month. Helping at the tag-sort is the quickest and easiest way to get your tags and check.
3. **Sold Tags Availability:** Each seller’s sold tags will be available for pick up at the resort and the two MAMOMs meetings immediately following the close of the resale. Tags can be mailed to the seller for a postage/handling fee of \$5.00. Shipping must be noted on the registration form. Unclaimed tags will be discarded after the second MAMOMs meeting following the close of the resale.

### **E. General Policies & Reminders:**

1. MAMOMs reserves the right to withhold any item from the sales floor that does not adhere to the resale instructions/regulations.
2. Please sell only quality merchandise that you would purchase.
3. If an item is not tagged, MAMOMs may price and tag it for the club.
4. MAMOMs is not responsible for lost, stolen, misplaced or damaged items.
5. Any unsold car seats left at the resale will be disposed of properly, and the seller will be assessed appropriate disposal fees.
6. All sales are final and any potential discrepancies in payment must be addressed prior to exiting the resale. No refunds will be given once a shopper leaves the checkout area.
7. No children are allowed during the set up and clean up shifts. Only those people on the worker list will be allowed to assist due to safety reasons and insurance purposes.
8. During member shopping times, MAMOMs allows club members and their spouses to shop. In addition, expectant moms are allowed one helper. That helper assists the pregnant shopper. The helper does not shop and does not pay entrance. Family members accompanying club members are not allowed in the shopping area, with the exception of pregnant members' helpers, but they may shop at the public shopping time.

### **F. Information for Shoppers:**

1. Anyone is welcome to shop at the resale.
  - a. Shoppers do not need to be members of MAMOMs or have multiples to shop.
  - b. Shoppers should bring a laundry basket or clear bin or shopping bag for their purchases.
  - c. Shoppers are welcome to wear their infants while shopping anytime.
  - d. Families with closely supervised, mobile children are welcome to shop after 11:00a.m Saturday.
2. No strollers are allowed in the selling area.
3. Shoppers should not return an item to the selling floor after they have placed it in their bag/bin. The sale is so short, shoppers don't have time to revisit shopping areas for new merchandise.
4. Each adult pays \$3 to shop at the resale (which helps pay for the facility rental).

### **G. Violations & Fees:**

Items that do not follow the Resale Instructions will be documented during the resale and applicable violation fees will be assessed after the resale. Examples of violations include items that are stained, defective, or from the wrong season, tags that are incomplete or improperly filled out.

All complaints from buyers will be assessed on a case-by-case basis. Although rare, it does occur. If a reasonable complaint is received (i.e. missing parts, defective, false advertising, etc.), the Resale Coordinator will contact the seller and mediate a resolution (i.e. provide the missing part, provide a refund, etc.). It is at the discretion of the Coordinator to determine whether or not a violation will be assessed based on the efforts of the seller to resolve the situation.

Violation fees are \$5-\$10. The first violation is \$5. If a seller receives more than 3 violations, selling privileges may be revoked.

### **H. And Always:**

MAMOMs strives to facilitate a successful and sustainable resale as a service to our membership and the community. Please contact the Resale Coordinator with questions, comments, and ideas. [resale@mamoms.org](mailto:resale@mamoms.org)