

# FAQ's

## What gifts are available?

You can view our Gift Catalog at [zoeempowers.org/gift-catalog/](http://zoeempowers.org/gift-catalog/)

## What is a Gift Catalog Alternative Market and where can we get basic resources?

A Gift Catalog alternative gift market is an event where guests are encouraged to buy Zoe empowerment animals and tools in honor of friends and loved ones so that orphaned children may be empowered to provide for themselves.

To receive basic resources you may:

- Order a free catalog by sending your name and address to [info@zoeempowers.org](mailto:info@zoeempowers.org)
- Request an alternative market kit with catalogs, bookmarks, gifts cards and other materials, at [zoeempowers.org/about/contact/](http://zoeempowers.org/about/contact/)

All gifts in the catalog are tax-deductible. The prices for gifts represent the equivalent cost to Zoe. Each gift purchase represents a contribution to the entire mission of Zoe. Donations will be used where needed most to help children help themselves.

## When is the best time to offer an Alternative Market?

The Advent/Christmas season is a great time to offer gifts from our catalog as an alternative gift giving opportunity as members of your church or organization consider what they will give to friends and love ones.

During Lent, as people prepare to celebrate Easter, encourage giving up something like a cup of coffee a day or a meal a week and use proceeds to purchase a gift that really matters.

## How might it work?

The event can be as short as 30 minutes or a couple of hours. You can host it on one day or over several days or Sundays.

It can be held in a large open space with room to set up a display table for each gift and a check-out station to pay for alternative gifts. Or, you can set it up in a smaller space with one or two tables that can hold smaller displays for gifts and check-out station.

Shoppers are given a gift catalog to shop from and encouraged to visit each display. As they decide what to buy they can fill in a shopping list in the back of our catalog. When they are finished they will visit the check-out station to pay for their animals and receive

gift bookmarks that feature the gifts to give to their friends and family, along in with honor cards, so they will know the gift has been given to honor them.

Encourage those who are unable to attend to [order online](#). Ask them to add your church or organization's name on the donation page. Zoe will send gift cards to the person making the purchase(s) so they may give cards to friends and family if purchases are made by December 14.

## **SUGGESTED PLANNING GUIDE**

### **Gather a Team**

- Put a planning group together
- Choose a leader or co-leaders
- Decide on your target group (children, youth, adults, intergenerational). Will it just be for members of your church or organization or beyond as well? This will help you figure out how you will promote your alternative market.

### **How, When, Where? Fun and Informational!**

- How big and how long will the event be? One day or over several Sundays? One large table with small displays for each gift option or a table per gift option, plus a checkout station?
- Check the master calendar, then choose a time, date, and place. Release that date to target audience approximately 4–6 weeks prior to the event.
- Make sure you choose a space that will accommodate the number of people you expect, as well as plenty of space to move around the table exhibits.
- Plan fun decorations and refreshments.
- Plan to share [Zoe videos from zoeempowers.org/videos/](https://zoeempowers.org/videos/)

### **Recruit Gift Exhibit Volunteers and General Volunteers**

- Gift exhibit volunteers will decorate the table that represents the gift option they are selling. For instance, rabbits or cooking pots. They should be knowledgeable about their gift, its cost and how it works within Zoe's empowerment model. Then they will come up with decoration ideas and implement them. A children's Sunday school class could host a table and decorate it. Be creative as you think about who to recruit.
- General volunteers may help with set up, be market cashiers or simply hand out shopping lists, answer questions or give directions.
- Below is a list of people you will need to recruit:
  - Planning Team
  - Publicity Chair
  - Table Sponsors
  - Decoration Team

- Refreshments Team
- Check Out Table Team
- Finance Manager
- Set-up Team
- Clean-up Team
- Thank You Note Writers

### **Order Zoe Resources**

- Request an alternative market kit with catalogs, bookmarks, gifts cards, Zoe videos, printable shopping lists and other materials [at zoeempowers.org/about/contact](http://zoeempowers.org/about/contact)

### **Publicize Your Event**

- Publicity is key. Explain the purpose and how the market will work.
- Send out news releases, put up flyers, make announcements in your church bulletin.
- Share Zoe photos and videos from [zoeempowers.org](http://zoeempowers.org)
- Post it on Facebook and Twitter.

### **Make Paying Easy**

- For all gifts purchased, each shopper should write one check to the organization hosting the market.
- Keep the shopping lists from the back of the catalog of those who wished to sign up for Zoe updates, and mail them to Zoe Empowers, 700 Waterfield Ridge Place, Garner, NC, or just send the e-mail addresses to [info@zoeempowers.org](mailto:info@zoeempowers.org)

### **Send in the Money**

- Send check to Zoe Empowers, 700 Waterfield Ridge Place, Garner, NC 27529.
- All Gifts are tax-deductible. The prices represent the equivalent cost to Zoe. Each purchase represents a contribution to the entire mission of Zoe. Donations will be used where needed most to help children help themselves.

### **Celebrate!**

- After your alternative market, please tell the story. Let your church or organization know how much you made, including how many gifts were sold in each category. Share your alternative market pictures and ideas with Zoe by sending them to [info@zoeempowers.org](mailto:info@zoeempowers.org)

### **Thank You Notes**

- Send thank you notes to everyone who helped.