

## **Elf Shelf Craft Show Frequently Asked Questions**

### **What does Elf Shelf Support?**

The Troy Women's Association (TWA) is a 501C3 organization from the Metro Detroit Area. The mission of our organization is to provide community assistance, serving others through volunteer efforts and/or donations. Currently, TWA is supporting approximately 35 projects.

Elf Shelf is our main fundraising effort. This annual has become one of the largest and most popular of its kind in Southeastern Michigan. One hundred percent of the proceeds from the booth sales and admission (after costs) go right back to the community.

Learn more about the Troy Women's Association by visiting [www.troywomensassociation.org](http://www.troywomensassociation.org) and like us on Facebook!

### **What advertising is done for the Show?**

- Press releases and interviews with area newspapers
- Social Media outreach
- Notices placed in local church bulletins and school newspapers
- Nearly 100 lawn signs placed around the city the week before the show
- Flyers placed at area homes, stores, businesses, community center, city hall, etc
- Over 1,000 electronic postcards mailed out
- Elf Shelf is posted on the City of Troy website and the Marquee of Troy High School
- Membership email fan out

### **Will I be placed near any other crafters that do the same work I do?**

We not only limit the number of crafters we accept in a category, but we also space our crafters during the plotting process, while still trying to fulfill special requests for space, electricity, walls, rooms, etc.

### **Can I get electricity?**

Yes. Electricity is available on a limited basis for an extra fee. Each crafter is permitted one plug (not outlet) in the booth.

### **Why can't I get into the school any earlier on Friday evening?**

The booth grids must be laid out prior to crafters using the floor space. We cannot allow crafters in until that is completed.

### **Will there be anyone to help me get my product from the car to the school?**

We do bring in students and boy scouts to assist. However, our student helpers are limited. We strongly recommend a wheeled cart to transport your booth equipment and crafts.