



New Mexico Pageant of Bands Function Description Merchandise Sales

Last Revision
11/9/2017
Reports to:
POB Treasurer

Summary

Plan, organize and sell official POB Merchandise on the day of the event. The process involves setup, managing stock, managing volunteers, taking cash, producing change, credit card sales, periodically submitting excess cash, tear-down and providing an accurate count of merchandise sales by item.

Roles

- **Cashier (POB Rep/All-day Volunteer)** – Setup, Table sales, cash management, credit card sales, inventory control, tear-down, sales reports.
- **Shift Volunteer Coordinator (POB Rep/All-day Volunteer)** – Check in shift volunteers, provide apron, seed cash, programs, patches and instructions and check them out at the end of shift.
- **Roaming Program Sales (Shift Volunteers)** – Provided change apron, seed cash and programs and patches to sell at various locations around the stadium.

Pre-Event Procedures

- Ensure availability of major assets including main “Merchandise” canopy, east-side shade structure, tables, change aprons, signs etc.
- Determine merchandise item prices and create large letter price signs to be posted around sales table.
- Locate placement of Merchandise table during Walk-Through the Wednesday before the event.
- Check to make sure that someone is picking up/bringing Canopy, shade structure, programs and merchandise or arrange pickup the day before if necessary.
- Confirm operation of credit card reader on personal device(s).
- Confirm that you have blank Shift Volunteer log sheets.
- Prepare items from check-off list below.

Day-of-Event Setup

- Unload Merchandise at designated table.
- Count all available merchandise by item. This is your starting count that will be used to determine quantity sold for reporting.)
- Setup POB “Merchandise” canopy on west-side and shade structure on east-side.
- Make sure that you have cash boxes with initial seed money.
- Take or send open box of complimentary POB Programs to Director's Check-in.
- Prepare set of complimentary programs for judges and People's Choice. Mark open box as complementary.
- Set aside and/or take/deliver merchandise for sale on the east-side.
- Setup volunteer log sheets.

Day-of-Event Tasks by Role

Cashier Tasks

- Receive cash, make change or process credit card transaction and deliver merchandise for table sales.
- Keep separate and track boxes of POB Programs used for complementary purposes.
- Note the high school represented by particularly helpful or productive volunteers for use in determining the POB Spirit of Band Award.
- Assist the Treasurer/designee with Cash box maintenance from time to time during the day of event. This may be in the form of receiving a new cash box and performing a cash box closeout or simply turning in excess cash accumulations. Ensure that the Treasurer/designee performs a major close-out or cash pull at end of competition, but before awards. A final close-out with the Treasurer/designee should occur just before tear-down.
- Provide complimentary programs to POB reps during the day if asked. (Complimentary programs will also be distributed at the Saturday night dinner,)
- Instruct customers that they can also order merchandise from the POB web store and provide them with a hand-out.

Shift Volunteer Coordinator Tasks

- Accept and save volunteer slips and provide Roaming Program Sales volunteers with change apron, \$25 seed cash, 10 programs and 5 patches. Enter their name, school, cash provided and number of programs in the Volunteer Log for the appropriate shift and have them initial entry. Inform them where they may go and let them know they should not actively sell programs in the stands during performances.
- Some Roaming Program Sales volunteers may return during their shift having run out of programs or patches. Simply give them 10 more programs or 5 more patches and enter it on their line in the volunteer log.
- Check out volunteers at close of their shift by counting the number of programs and patches returned as well as cash. Enter the amounts on their entry in the Volunteer log and have them initial. Be sure to thank them and to **collect the change apron**.

Roaming Program Sales Volunteer Tasks

- Submit Volunteer slip to Merchandise Sales Cashier.
- Accept change apron, \$25 seed cash and initial supply of 10 POB Programs. Initial receipt of items.
- Sell programs at various locations including stands, ticket area, East side, parking lot, etc.
- Do not actively solicit sales in stands during performance.
- If you run out of programs, return to Merchandise Sales for additional programs. Be sure cashier updates your count in the Volunteer Log.
- At the end of your shift, return cash, unsold programs and apron to Merchandise Sales. Be sure to initial checkout in Volunteer log.

End-of Day Tear-Down Tasks

- Count remaining merchandise items. This count will later be subtracted from starting count to determine sales by item. Recover and count complementary program boxes. Include count of complementary programs.
- Ensure final cash box close-out occurs.
- Help load unsold merchandise.
- Disassemble shade structure and return to owner or storage.
- Collect personal items.

- Clean-up area.
- Check other areas.

Post-Event Tasks

- Double-check remaining inventory levels.
- Make sure remaining pin, patches (including old stock), some hoodies and some t-shirts are returned to webmaster for the web store.
- Take remaining t-shirts to POB Storage facility for old-stock sales at the next POB.
- Prepare the Post Event report for distribution at the last (November) POB Organizing Committee meeting. Be sure to include counts of items sold, complimentary programs and items remaining (by size) to help determine ordering quantities for the next POB. The report should include what went right, what went wrong and suggestions for next year.

Supplies Checklist

1. “Merchandise” canopy from POB storage
2. Loaned shade structure for east-side sales
3. Credit card reader from POB storage
4. Personal device(s) for credit card sales (smart phone or cellular tablet with data plan)
5. Box cutter
6. Pricing Signs
7. Tape for signs
8. Handout with URL for POB Web store
9. Hand cart
10. Sharpie, pens, clip board, paper, etc.
11. Volunteer log forms
12. Change aprons
13. T-Shirt bags
14. Hangers (T-Shirt, hoodie display)
15. Ice chest/water for personal use.
16. Hat
17. Sunscreen
18. Coat (may be cold, especially during setup)

Notes

1. There should be at least two POB Reps/all-day volunteers at the POB Merchandise location. There is typically a large amount of cash on hand and one Rep/all-day volunteer should maintain their undivided attention to the cash box and customer needs while the other REP/all-day volunteer deals with shift volunteer check-in, check-out, periodic cash-outs, bathroom breaks, etc.
2. East side canopy and merchandise setup can wait as long as mid-morning and can close when students leave the stands for the Awards ceremony.
3. Use of a change apron with change for cash sales and shift volunteer check-in/out can reduce bottlenecks at cash box.
4. If enough POB Reps or all-day volunteers exist, the Shift Volunteer Coordinator can be a dedicated person. Otherwise, those tasks will be performed by the Cashier.
5. If orders are taken for out-of-stock merchandise during the Pageant, be sure names and addresses are clearly legible. Get their phone number in case there are any issues with the order.