



Welcome Tent FFN26

There are three tents to know, as you volunteer in the Welcome Tent.

1. Fair HQ tent –

- All fair logistics will be handled out of the Fair HQ tent
- Volunteer check in, snacks, water, and safety supplies are located here
 - Volunteers get a name tag, and we track their hours for grant purposes
- First Aid
- Supplies, tools and extra merchandise
- Staff central
- Exhibiting Artist Q&A
- Craft fair dollar redemption

2. Welcome Tent – The Welcome Tent is our Public Face for Tennessee Craft. We want to connect with the public, so they will learn more about our year-round work to support craft artists and preserve the legacy of craft in Tennessee.

Welcome Tent volunteers may include many of our board members and committee members, professionals and arts enthusiasts in the community, as we know they can be great advocates for our organization.

From the Welcome Tent, please:

- a. **Direct visitors to fair map** (greet fairgoers!)
 - i. **Apex sign** has fair map on one side and artist listing on the other.
 - ii. The fair map is also on our website, and visitors can use the **QR code** for the map to pull it up on their phones.
- b. **Encourage people to connect with us**
 - i. **Direct to fair page** tennesseecraft.org/fallfair for more info
 - ii. **Sign up** to receive future information, with **Enter-to-Win QR Code** and weblink: tennesseecraft.org/win (*They could win craft prizes!*)
- c. **Follow and offer general health protocols**
 - i. Hand sanitizer is available in the Welcome Tent and at HQ
 - ii. First Aid Kit with basics alcohol wipes, band aids
- d. **Sell merchandise** if folks are interested, or redeem merchandise certificates using tally
 - i. See signage for prices

- ii. Welcome Tent Captain will be accountable for money.
- iii. A sample merchandise certificate is available for reference
- e. **Talk to people:**
 - i. Encourage selfies (Ask them “what did you get?”), suggest they pose with artwork purchase to share on Instagram and Facebook (remind to use hashtags - #TNCraftFair #sharethefair)
 - 1. *This helps bring attention to their favorite artists*
 - ii. You might venture out BEYOND the Welcome Tent, wherever visitors seem to enter the fair
 - iii. You might start conversations to learn more about our audience--
 - 1. Do they live here? How far did they come? (Share what you learn with staff.)
 - 2. Do they come each time? First time? What do they enjoy the most?
 - iv. Admission to the Fair is Free, Donation are appreciated and welcome. If everyone who came to the fair donated \$1.00, what a huge difference that would make!
- f. **Answer questions** related to Tennessee Craft
 - i. Also find the Executive Director Jonathan Harewell-Dye if visitors want to say hello (good if they want to speak with him).
- g. **Distribute information from craft partners** – Appalachian Center for Craft has a booth, and their mobile glass blowing unit, The Forge has fun activities at their booth, The Clay Lady and Tennessee Association of Woodturners have exciting live demonstrations and Cheekwood hands out free seeds from their greenhouse., encourage visitors to visit their booths.
- h. **Conversational points** to fit into conversations –
 - i. Tennessee Craft is the only statewide nonprofit with year-round artist development programs and high-visibility public exhibitions.
 - ii. We help craft artists get to their next step, either to improve their craft or build their business.
 - iii. Connect with us to learn about our fairs, other events and craft artists.

THURSDAY ONLY: Check-in Tent – On Thursday, check-in day, the Welcome Tent is where exhibiting artists come to get their Welcome Packets and find out where their booth is located.