

Proposal to Sell Stoles Online:

May 30, 2018

To: BUUF Board, UU Humanists (Roger Brewin)

Roger Brewin has been able to sell over \$4000.00 worth of stoles, bags, and aprons from booths, set up at different UU functions. The biggest sellers are the stoles. I propose that we sell stoles online, to UUs and people of other than UU persuasion.

I estimate that we will need about \$1500.00 to hire someone, for a start-up period of two or three months (\$15.00 per hour). This would entail photographing stoles for display on the sites, managing an ETSY account and creating a separate site just for us. (I have already spoken with Katharine Lion, who is interested in managing the project for the start up period. I have seen some of her work on website design. She is quite talented.) The stoles would sell, depending on style, for between \$50.00-100.00 each plus postage. There would also be a cut for the UU Humanists. Roger Brewin is quite confident that he can make considerable contributions in promoting our enterprise.

Materials are about \$5 per stole. I will handle the manufacture of stoles. It is, for me, a very enjoyable hobby. Should demand outpace my ability to supply, the sewing technique can easily be passed on to BUUF volunteers.

After the first two to three months, website maintenance, shipping and handling would either become volunteer or, if Katharine is amenable, she could perform those functions for \$15.00 per item, the handling fee.

I propose that the UU Humanists and BUUF each throw in \$750.00 to pay Katharine to set up with ETSY and begin the process of selling stoles on-line.

Thanks,

Jim McConnell