



Frequently Asked Questions for Merchants

What is the price of Admission for Shoppers?

- No cost associated with the Virtual Holiday Mart. Shopping is free!

What are the hours for shopping?

- 24 hours a day from beginning November 17, 2020 and ending at midnight on November 30, 2020.

Is there a jurying process for merchandise?

- There is not a process for jurying for the Virtual Holiday Mart. However, if the merchandise is deemed inappropriate, you will be notified that you may not participate and your Participation Fee will be refunded by Junior League of Indianapolis. **THERE IS NO EXCLUSIVITY FOR HOLIDAY MART 2020.**

How will I know when I am an approved Merchant?

- Once payment is received your account will be designated as an approved Merchant for Holiday Mart 2020 and you will receive an email from Junior League of Indianapolis confirming your approval.

How do I set-up a Shopify store and what if I already have a Shopify store?

- Udundi, the developer of the Virtual Holiday Mart, has created a step-by-step process that will guide you through the building your store. The guide is made available immediately to those Merchants who have been approved to participate. If assistance is required, Udundi will provide emails and telephone numbers for direct assistance. If you already have a Shopify store, there is an integration process so you will not be required to set-up a "new" Shopify store.

How will shoppers find the specific merchandise I am selling?

- When you begin building your Shopify store, there is an explanation about "Tags" associated with products. The "Tags" listed with a product allow your products to be placed in various categories, i.e., Home Décor, Women's Clothing, etc.

What are my responsibilities as an Approved Merchant?

- Uploading photographs, inventory count, descriptions and price to the Shopify platform (step-by-step instructions provided). Time requirement generally 1-2 hours.
- Open a Stripe Account (step-by-step instructions provided)
- Provide a certificate of insurance in the amount of \$500,000 with JLI listed as an additional insured.

- Insure processes are in place for shipping ordered merchandise within 7 days from the date of the order.

How will JLI attract shoppers and drive traffic to the Virtual Holiday Mart?

- JLI will invest in social media advertising on Facebook throughout the event. Merchants will have the opportunity to also promote the Virtual Event on their websites and social media pages.

I have selected a Participation Fee that includes a percentage of sales will be paid to Junior League. How is this paid?

- When the shipping label is printed, the commission is released to JLI.

What is the shipping process?

- Merchants will ship by UPS through the JLI account integrated into Shopify. Once the order is received, a shipping label will be created.

Who pays for shipping?

- The cost of shipping and sales tax are included in the customer check-out process. When the Merchant enters an item in the store, there is a process to include weight and type of packaging so the system can automatically calculate postage.

Is there a limit on Merchandise that can be sold?

- No. Merchants can upload as many products as they choose. There is no limit.

What if merchandise is returned?

- Merchandise may not be returned for a refund. Merchandise can only be returned and replaced if damage was caused during shipping.

For more information, or other questions, please call Junior League of Indianapolis, (317) 925-4600.

Mission Statement

The Junior League of Indianapolis is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Vision Statement

The Junior League of Indianapolis will be a catalyst for lasting change in the lives of children and their families in our community.

Diversity & Inclusion Statement

The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

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