A GUIDE FOR GALLERY ASSOCIATES

134th Annual Members’ Exhibition

June 16 – July 1, 2023
One Art Space, 23 Warren St., NYC 10007
Gallery Hours: Friday, June 16 (opening day) 12 - 6 pm;
Daily 12 – 6 pm; Saturday, July 1, 12-4 pm

Open late: Friday, June 23 and Friday, June 30, until 9pm
Reception: June 16, 6-9 pm - Award Ceremony, 7pm

GOALS:
1. We want to familiarize people with NAWA, who we are and what we do.

2. We want to sell our members artwork.

3. We want to add new names to our mailing list.

- We have a great opportunity to greet new people who are visiting our Annual Exhibit and develop NAWA friends.
- It is a chance to “spread the word” and tell people who we are.
- Rack cards and membership brochures will be available on or near the desk.
- Each person should be engaged in some way that is appropriate for the moment.
- They should be greeted and welcomed and offer to answer any questions.
- Ask them to sign in: write clearly and included their email address.
- If it feels comfortable, create an opportunity while walking around, to accompany the visitor and offer information…. mention the bios of artists that we have if they are interested in an artists’ work…. Do not be intrusive.
- During free minutes when no one is in the Gallery, walk around and familiarize yourself with the artwork.
- Although sitting at the desk, you have an active responsibility to try to meet these Goals. Please sign the volunteer book (name, date and time).
- Familiarize visitors about NAWA.

TALKING POINTS:

Established in 1889 by 5 women artists in a NYC studio, NAWA is the FIRST women's art organization in America. There are members throughout the US, with chapters in Florida, Massachusetts and South Carolina. NAWA provides exhibition opportunities throughout the year.
and throughout the country for its members and collectors, as well as educational and cultural opportunities for members and communities.

**MAKE SURE everyone is offered NAWA’s rack card WITH CONTACT INFORMATION, or Membership Tri-fold brochure.**

*We want to sell our members’ work. A QR code will be available by the desk, for access to the website and online sales (this is Paypal) with appropriate sales tax percentages for each state we do business in (NY, MA, SC, FL). They may pay with a check or through Bloomerang, if a user is present.*

**SELLING ARTWORK :**

- Our members ship their work from all over the country so it will be seen and sold. We have the responsibility to encourage sales.
- Inquire about their art preferences ...realistic vs. abstract, oil or watercolor...this is a conversation that can help you suggest artists work while engaging them.
- Be familiar with the Award Winners. If they show interest, suggest the artists’ bio book and resumé book.
- Invite women artists to check out our website, and apply for membership.

All art purchases can be picked up at the One Art Space, 23 Warren Street, NY, NY 10007 on Saturday, July 1 from 4-6 pm or Sunday, July 2, from 11am-6pm. If the purchaser cannot pick up the work during those hours have them contact the NAWA office at #646-461-0068. The artwork will be shipped ASAP after the closing date of the exhibition and shipping charges will be determined by shipping company. **Purchaser pays for shipping.**

NAWA wants to encourage collectors. We have outstanding artists and artwork, and reasonable prices on the work. It is an opportunity for people to start a collection or add to their personal collection. Our ANNUAL MEMBERS EXHIBITION is the most important opportunity to reach the public and we must take advantage in every way to meet our goals and enhance the image of NAWA.

**SALES PROCEDURES:**

If you have succeeded in closing a sale, or someone has decided to purchase artwork at the Annual you will have to do the following:

1. In the receipt book, fill in the name of the artist, the title of the artwork, the medium, the price of the artwork. **CONFIRM PRICE LIST WITH PRICE ON WORK.** Make the paper receipt even if the buyer is using the QR code, paying with a check or credit card. This way we have a copy, even if they do not want a paper receipt. *Place a red dot on the label of the artwork to show that it has been sold.*

2. QR code: purchase may be made from the website using the QR code. This will be a PayPal payment and shipping will have to be paid after it is calculated, separately. Don’t forget to add tax, if applicable (picked up or shipped to NY, or shipped to SC, MA, or FL). See % below in #4.
3. CHECK: If the purchaser is paying with a check, and/or is picking up by hand or shipping to NY, SC, MA or FL, do not forget to charge tax! – see #4 below

Checks should be made out to:
National Association of Women Artists, Inc.

Please get the purchaser’s driver’s license number
and put it on the receipt. On the receipt please include all the information in #5 below.

4. TAX: For NY, hand pickup or shipping, please include the 8.875% sales tax (for ex. $100.00 sale would total $108.76). Use your phone calculator to figure out total price. Shipping to MA is 6.35% tax. Shipping to SC is 6%. Shipping to FL is 6%. If the work is to be shipped to a purchaser in any other state - sales tax will not be charged, but it is important to get the purchaser’s full address for shipping, and contact info below in #6.

5. CREDIT CARD: If someone is paying direct (not by QR Code) by credit card you can call Charlene at 646-461-0068. If she is not available, call Jill at 551-404-7123 for a Bloomerang payment. Do not forget the sales tax (above).

6. We will need the following information:

- Name and address, with zip code
- Telephone Number and email address
- Driver's License number if purchasing by check.
- Credit card type (Visa, MasterCard, AMEX)
- Credit card number and expiration date
- Name on credit card
- Security code on back of credit card

7. If someone wants a paper receipt, give a white copy of the receipt to the buyer for each purchase. Artwork must remain in the exhibition until the closing date.

- We want to make pick-up convenient for them. Explain to them that they cannot pick-up the artwork until the show is over. They can either pick up at One Art Space Gallery or NAWA office. We want to make our collectors happy! Shipping is an option, but the buyer must pay through NAWA or arrangements with the artist (especially for Flat Screen).

Any questions or concerns, please contact Charlene Ko, NAWA Office Manager, 646-461-0068; office@thenawa.org,  Christie Devereaux, NAWA President, 347-757-1467, or Jill Baratta, NAWA ED, 551-404-7123; executivedirector@thenawa.org

Thank You Gallery Associates for volunteering your time. We depend on and count on the help of our members!

This Guide is for NAWA members use only – Revised May 2023