

**TROY WOMEN'S ASSOCIATION**

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**Elf Shelf Craft Show - Frequently Asked Questions**

**What does Elf Shelf Support?** The Troy Women's Association (TWA) is a 501C3 organization from the Metro Detroit Area. The mission of our organization is to provide community assistance, serving others through volunteer efforts and/or donations. Currently, TWA supports approximately 35 projects.

Elf Shelf is our main fundraising event. For more than 52 years, this annual event has become one of the largest and most popular of its kind in Southeastern Michigan. One hundred percent of the proceeds from the booth sales and admission (after costs) go right back to the community.

Learn more about the Troy Women's Association by visiting [www.troywomensassociation.org](http://www.troywomensassociation.org) and on social media including: [www.facebook.com/TroyWomensAssociation](https://www.facebook.com/TroyWomensAssociation), [x.com/ElfShelfTroy](https://x.com/ElfShelfTroy), [instagram.com/elf\\_shelf\\_troy](https://www.instagram.com/elf_shelf_troy)

**About Elf Shelf**

Elf Shelf has 200 booths of hand-crafted products. Only handcrafted items made by you, your family, or your business will be accepted. No commercially manufactured items are allowed. Offensive, indecent, or vulgar items are not permitted. **We reserve the right to refuse to allow the sale of any product not listed on the jury sheet or not handcrafted** as stated above.

**What advertising is done for the show?**

- Electronic flyers provided to crafters
- Elf Shelf is posted on the City of Troy website and the marquee of Troy High School
- Flyers placed at area homes, stores, businesses, community center, city hall, etc.
- Nearly 100 lawn signs placed around the city the week before the show
- Notices placed in local church bulletins and school newspapers
- Over 1,000 electronic postcards sent to our returning customers
- Press releases and interviews with area newspapers
- Social Media outreach including paid ads
- TWA Membership email fan out

**Will I be placed near any other crafters that do the same work I do?** We not only limit the number of crafters we accept in a category, but we also space our crafters during the layout process, while still trying to fulfill special requests for space, electricity, walls, rooms, etc.

**Can I get electricity?** Yes. Electricity is available on a limited basis for an extra fee. Each crafter is permitted one plug (not outlet) in the booth.

**Why can't I get into the school any earlier on Friday evening?** The booth grids must be laid out prior to crafters using the floor space. We cannot allow crafters in until that is completed.

**Will there be anyone to help me get my product from the car to the school?** We do bring in students and Boy Scouts to assist. However, our student helpers are limited and the walk from the parking lot/drop off area to the rooms is long. **We strongly recommend a wheeled cart to transport your booth equipment and crafts.**