

Thrifty Thoughts

June 2025

Merchandising Table Displays

Merchandising is so impactful on our sales and store reputation, that I like to share at least once a year how and when we merchandise. (*Spoiler: It can be more than just grouping colors!*) As some of you know, display tables typically get reset every week on Tuesdays (with touch-ups as needed throughout the sales week). Displays are retouched in the mornings before we open, so it's okay to have a few gaps here and there at the end of the day. There's no reason to be scraping and re-doing displays from the bottom-up as we put out new items unless it absolutely calls for it (such as selling a big set that clears off a table).

When building displays we want to choose items that help build (*and sell!*) a theme, decor style, aesthetic, etc. Some examples of displays we have as I'm writing this is a beach themed display, 60s/70s retro wedding display, summer green garden vibes, "beige mom" aesthetic, and more. Just because an item may match a table in color, doesn't always mean that it matches the vibe. It's also important to know how to mix in complimentary materials, or secondary colors to make displays more dynamic and pop-out to customers. Displays should offer creative and new ideas to our customers to show how they could use the items in their own homes.

The next biggest thing is composition - just like in art class! We want to draw the eye naturally across the table. Placing larger/taller items towards the back, and smaller items towards the front helps build height. Symmetry and balance plays a huge role in composition as well. Placing a large heavy item on one side of the table without balancing it with another item can throw off a display. You can also use the "rule of three" to help compositions. The "rule of three" in design refers to grouping items in sets of three, as it's considered more visually appealing and balanced than even-numbered groupings. Items should be faced towards the customer, and not over-crowded to where it feels cluttered and messy.

This is the bare basics of merchandising! If you have questions or would like a lesson to improve your own skills, please talk with Nicole so she offer further training & tips.

Dates to Remember

- ☐ June 7th - 14th - Camano Center CLOSED for maintenance
- ☐ June 21st - Camano Island Summer Solstice Craft & Gift Bazaar

Operational Reminders

- ☐ A customer approached us after buying toy cars in a bin, only to find tampons mixed in with the toys. This is a reminder to make sure you are thoroughly checking what you are

pricing and putting out to sell.

- ☐ Some volunteers have been finding extremely over-priced items on the floor (example: \$15 for a clear glass Pyrex Baking dish. The same price you would buy it brand new at the store). Our price list guide will be released this month and it will be required to familiarize yourself with these standards.
- ☐ Help keep the outdoor area between the buildings neat and orderly - our store entrance should be appealing

In Loving Memory...

We are deeply saddened to share with you that our lovely volunteer on Thursdays mornings, Cheri Moll, has recently passed away. Cheri was an absolute pleasure to have here at the shop and will be sorely missed. She is survived by her husband, so please let us know if you would like to write in the card we have for him.

Donations & Recycling from 2nd Chance to other organizations:

Month 2025	Lions Club	Big Blue Truck / NW Center	Habitat for Humanity	Boy Scouts	Ridwell
January	X	X		X	
February	X	X	X	X	
March	X	X		X	X
April	X	X		X	X
May	X	X	X	X	X

Volunteer Highlights

- **Julie** - is a new volunteer on Fridays helping us up front and in linens, and has brought such a positive attitude to our team already! Thank you Julie for being a volunteer!
- **Candi B.** - for doing such excellent work in our book section, and giving such good customer service for people looking for books!
- **Kriston** - is a new volunteer helping out in receiving on Saturday afternoons and is greatly appreciated for being a quick-learner and helping make sure our guys don't overwork themselves! Thanks!