

# GARAGE SALES

## Hosting a Charity Sale

We know that garage sales can clear out your clutter and turn a tidy profit, but you can amplify that by hosting a sale for your favorite charity.

Hosting a charity sale involves some organization to get sale items or vendors together, but raising money for your favorite cause or organization makes it worth it. Here's some tips you get you started.

### PICK A DATE

One of the most important first steps to hosting any sale is to pick a date. You want to make sure that you've chosen a weekend where there's not a lot of competition, such as sporting events or big festivals. If it's also a holiday related to your organization's cause, such as National Love Your Pet Day (Feb. 20) or National Hug Your Dog Day (April 10), the more's the better.

### PICK A VENUE

You want to choose a place that's big enough to host both the vendors and the shoppers you hope to attract. Here's where the organization can help out. If they have a large



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space — indoor is better, but outdoor would work, too, as long as you have a rain date picked out — ask if you can host the sale there. They may also be able to help you attract both people to buy and people to sale through their existing networks.

### ADVERTISE

Now that you've got a time and a place, it's time to put the word out for both buyers and sellers. If you're taking in donations to sell yourself at one big sale, you'll also need space to store and sort items (the organization may be able

to help with that, too). If you're organizing vendors, you need to map out the space for each person to have and decide a fair rate for renting it out. It could be a flat fee, a portion of their sales or you could ask that everything they make go back to the organization.

Make sure you advertise on your social networks and in the newspaper. Also ask the organization to push it out through their own accounts; you may even get more media coverage that way. Put up fliers around the area where you're going to have the sale and reach out to like-minded organizations to get their support.

### DAY OF THE SALE

On the day of the sale, get there early so you can help situate goods and vendors. Be prepared for things not to go as planned (they rarely do) but be ready to make the best of it. Remember, you're working for a good cause. Encourage vendors to set out donation jars. If you're running one big sale, put donation jars around the sale. You could also consider offering discounts if people bring donations such as pet food for an animal aid organization or canned goods for a food pantry.

Ask the organization for volunteers to help the sale go more smoothly, especially if you're hosting one big sale instead of a group of vendors. Have people on hand to help shoppers navigate, to negotiate prices and to help load heavy items. This would also be a great job for teens in need of volunteer hours.

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### BUYER'S TIP

#### Keep Hagglng to a Minimum

We know garage sales are all about the deal, but at charity sales, remember that you're there for a good cause and keep the hagglng to a minimum.

## AD SPACE