

# GARAGE SALES

## Holding a Sale for Charity

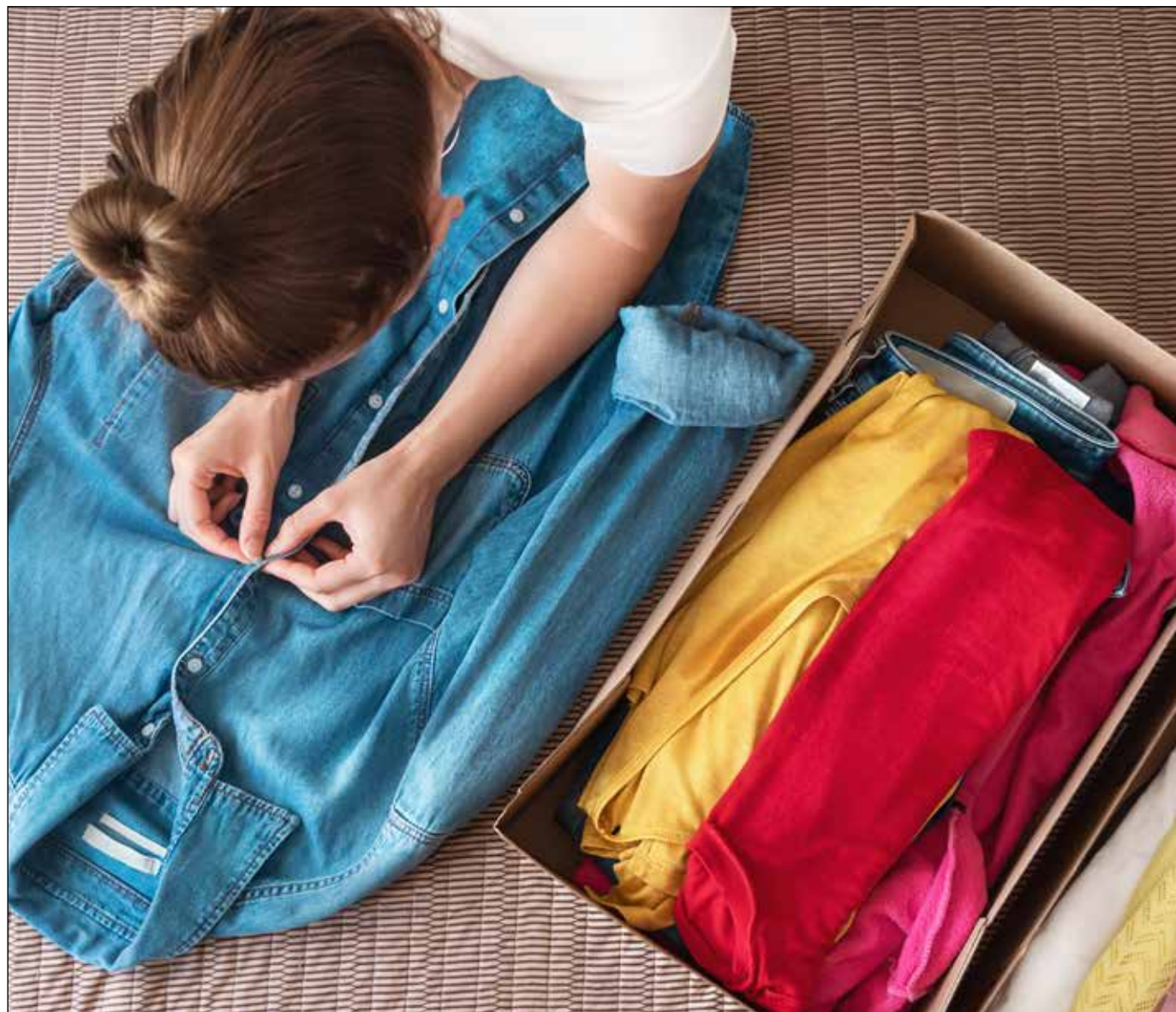
Another popular New Year's resolution is to give back to the community. Believe it or not, a garage sale is a great way to do that. You can hold a sale and give at least part of the proceeds to your favorite organization. Here's how to do it.

### CHOOSE A CHARITY

If you don't have a group already in mind, turn to sites like Charity Navigator or GiveWell to find organizations in your area that pass muster. Once you've chosen, get in touch. Talk to them about what you're planning. You may find they have resources that can help, such as signage, volunteer help and advertising channels.

### SET A PLACE, DATE AND TIME

Finding a place to hold a garage sale, especially a large one, is a little more challenging during the pandemic. You need to make sure you have room for people to social distance and that your community doesn't have any regulations concerning gatherings.



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While you're checking on that, also make sure to get any necessary permits from local government or the homeowners association for your sale.

You may find you need to get a space for your sale. Look for community centers, church gymnasiums and other spaces that you might be able to rent for low or no cost. Your chosen organiza-

tion might be able to help with this as well. Indoor sales, remember, may attract more crowds given the winter-time weather in your area.

### ASK FOR DONATIONS

Depending on how many items you have to sell, you may want to ask for donations from like-minded people in your community. The good

news is that your organization may help you here, too, by collecting the goods for you, especially if they have room and keep regular business hours.

### ADVERTISE

Now that you have a time, date, place and know what kinds of goods you have, it's time to get the word out. The

charity can use its established channels of communication, but you can also advertise the sale in the newspaper, on social media and by making signs. Make sure to include photos, if you can, of the merchandise you'll be offering, as well as the usual information. Obey all local ordinances related to signage. Don't forget to mention that you're selling for a cause.

### PRICING

Here's the part where selling for a good cause can be great. You want to go by the usual rules for garage sale pricing. Even brand new merchandise should be priced below sticker. Also make sure you have a way for people to donate monetarily at your sale, like a jar or a box to collect things like canned goods or pet food. You may also find that people are willing to pay more for items at a charity sale because they know they're giving to a good cause.

### HOLDING THE SALE

Working with a charity also means that, on the day of the sale, you may have some helping hands in the form of volunteers from your organization. They can help field sales, load up goods and hold up signage. They can also help educate buyers on the charity's mission and events.

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### SELLER'S TIP

#### Prepare for the Sale's End

Make sure you know what you're going to do with your sale leftovers and have people lined up to help pack up items for donation and clean up the space.

## AD SPACE