

GARAGE SALES

Fundraising through your Sale

One person's junk is another person's treasure is particularly true at garage sales. And it can really hit home when you're using your sale to raise money for a charity or cause that's dear to your heart.

Here are some ideas for making the most money off your old stuff for a great cause.

PICK AN ORGANIZATION

There are as many charities out there as there are ideas in the world. Consider carefully the type of charity you want to support, says charity information service GuideStar. List your values and decide which kind of charity you want to support.

Make sure your chosen charity has a mission that's easy to understand and aligns with your values. Pick several nonprofits that meet your needs and visit their websites. Read its annual report, then turn to a charity evaluation service such as GuideStar for a closer examination. If you can't find an independent review of the



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organization, ask to see its IRS letter of determination or, if it's faith-based, its official listing in a directory for its denomination.

Lastly, GuideStar says, trust your instincts. If you have questions or concerns, don't donate. Reputable charities don't mind sending you

information about their work, don't use pressure tactics and will take no for an answer.

Let the charity know that you're having a sale to benefit them. They can help spread the word and give you some tips and tricks to be more successful.

about garage sales, first. Some municipalities don't allow multiday sales.

GET THE WORD OUT

Advertise your sale in the local paper — the garage sale junkie's tried-and-true reference guide — and on sites such as Facebook Marketplace or Craigslist. Include the address of the sale, a brief description of some of the items you'll have and make sure you mention that it's for charity. Put out plenty of signs to make sure people can find your sale easily.

PRICING

When you're planning a charity sale, you have a little more leeway in pricing than if you're doing it for yourself. A general rule is to price items about a third or a quarter of what they sold for new, but people tend to be more generous when the proceeds go to charity.

Don't be afraid to get creative for your pricing. If you're raising money for a food bank, for example, you can give discounts based on how many nonperishable food items people bring to your sale. Or make it strictly by donation. Shoppers can give whatever they feel like the item is worth to them. Often, that's more than you would have priced it for, anyway.

PICK YOUR TEAM

Good garage sales always benefit from an extra set of hands — or three. Get a group of friends or neighbors together and make your sale a group effort. This may also allow you to have a multiday sale and make more money, but check your town's rules

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SELLER'S TIP

Label it a Charity Sale

Be clear with shoppers that your sale is for charity. You can place signs on tables and around the sale to make the name of your cause known.

AD SPACE