



HYTES CHARITY GARAGE SALE PLANNING GUIDE

- The first step is to choose a date for your sale. If you already know of some interested neighbours, chat with them to find a date that works for most.
- Ideally, you should give yourself 2 months to plan the event to allow time for recruiting participating sellers.
- Following is a list of suggested steps and timing to maximize the participation in and success of your community sale:

2 Months Before:

- Create an advertisement for your community newsletter to solicit participating households for your sale. Most newsletters will provide free listings for community / charitable events. The reason this needs to happen so far in advance is that these newsletters often have a one month lead time. You may use the ad template provided, although it may need to be saved in an alternative format depending on the specs of the newsletter.
- Send an email to monac@hytes.org to announce the date and neighbourhood for your sale.
 - We will post it to the HYTES website and include it in the next HYTES newsletter if time permits.
 - Include your mailing address, as we may also send you additional HYTES information (i.e. brochures or newsletters if available) to have on hand at your event.

6 Weeks Before:

- Create and print flyers to solicit participating households for the sale:
 - We encourage you to use the template provided, which will enable printing 2 per page.
 - Deadline for confirming participation should be 1 week before the sale.
 - Although the flyer CAN be printed in color, a more affordable (but still attention-getting) option is to print in black and white on colored paper stock.
 - Quantity depends on the size and density of your neighbourhood. For our first sale, we used about 250 flyers at a cost of about \$60. Remember to ask your printer for a charity rate
 - Distribute flyers to mailboxes in your neighbourhood. This may take a few evenings of walking – less if you have a few others to help you out!
 - Post flyers on community notice boards (i.e. grocery store entrance, coffee shop notice boards, etc.



- Create a Garage Sale Map
 - A suggested way to do this is to use Google's "My Maps" feature:
 - You can create a map with pinpoints for all participating households.
 - You can edit / add to the map as you get households signing up
 - It allows you to print it or email it to others.
 - You will first have to set up a Google account.
- As sellers sign up, add them to the map and track them in a spreadsheet like the template provided.

1 Month Before:

- Place online ads free local classified websites to attract buyers to your event. If possible, include a link to the HYTES website: www.hytes.org , and the Garage Sale map. Calling it a "Multi Family Charity Garage Sale" seems to get good results. Some examples of sites that have listings for numerous Canadian cities include:
 - www.Kijiji.com
 - www.craigslist.org
 - <http://www.canadiangaragesales.ca/>

2 Weeks Before:

- Although it is much easier if the person coordinating the sale does NOT host their own sale, if you are doing so, now is the time to start preparing
 - Gather items you want to sell
 - Round up tables, shelves, etc. for displaying merchandise
 - Buy pricing supplies – labels and markers
- Arrange to place a classified ad in your city newspaper.
 - In most cities, this is still the most popular way for avid Garage Sellers to find out about sales they want to attend.
 - Again, calling it a Multi Family Charity Sale will likely get good results
 - Cost will vary by paper – our experience was around \$25 for a Thursday to Saturday ad, which included a few free signs.

1 Week Before

- Buy or make signs to post on sale day.
 - Count on around 10 signs to direct people into the neighbourhood in general, plus 4 signs per participating household (less if some houses are right next to each other!)
 - Dollar stores are a good source for pre-made garage sale signs.



- A cheap but effective option is to buy brightly colored Bristol board and hand-letter the signs. It should cost around \$1 to \$1.50 per piece, and you can get two good-sized signs out of each piece of board.
- Your newspaper ad may also include some free signs.
- Finalize the map and send it to monac@hytes.org for posting to the HYTES website.
- Send a note to your sellers (or call them) to confirm details the sale:
 - Time of the sale and number of participating households
 - Attach the map
 - Confirm when sale packages (likely their mailbox one or two nights prior)
 - Confirm the cash proceeds will be picked up and by whom
 - Thank them for participating!

2 Days Before

- Final pricing and set-up of your own sale, if you are hosting one
- Distribute packages to your participating seller households. Each household should get:
 - 3 or 4 printed copies of the map
 - Posters to announce % of proceeds going to HYTES (template provided)
 - Donation form (to be completed by each seller after the sale)
 - Any other HYTES material we have provided (brochures, newsletters, etc)

Night Before

- Put up signs directing people to the sale

Day Of:

- If you are able, visit each seller during the time of the sale, ensuring things are running smoothly.
- Remove signs
- Collect proceeds. A donation must be completed by each seller to record the amount contributed and ensure we have the information needed to send tax receipts.
- Update your tracking form with the amounts donated by each seller.



Within 3 Days Following the Sale:

- Send an email to participating sellers to thank them and advise them of the total raised!
- Send tracking form and funds to HYTES. Contact monac@hytes.org with your total and to make arrangements to transfer the funds.
- Send receipts for any expenses (signs, advertising costs) to HYTES for reimbursement.
 - Note that funds will not be reimbursed until proceeds from the sale are received, and expenses must not exceed the proceeds from the sale.
 - Include your return address and send receipts to:

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