



Nathan's GARAGE SALE

IN SUPPORT OF THE SUNSHINE FOUNDATION OF CANADA



Nathan's Garage Sale Host Handbook

Thank You

Thank you so much for choosing to host a Nathan's Garage Sale! Your commitment to joining Nathan's efforts to pay it forward is helping make dreams come true for children across Canada living with severe physical disabilities or life-threatening illnesses. This document contains an easy step-by-step guide that will assist you in hosting a successful garage sale!

To start, as a Nathan's Garage Sale host, we will be providing you with a promotional kit that will be sent in the mail. This kit will include:

- **A 10' paper banner:** to post on the front of your location for the day of your sale
- **11" x 17" posters:** you can write your sale information on these and post them around your neighbourhood
- **11" x 17" informational poster:** Post this at your sale on the day of your event to let everyone know what Nathan's Garage sale is all about
- **Pledge Form:** Use this to record cash or cheque donations from people who attend your event and don't make a purchase (it is important to ensure that all information is complete for tax receipting purposes). This will also be available online for you to download and print extra copies, if needed.

Additionally, we will have resources and tools available on our website for you to download. These resources will include the following:

- 8.5" x 11" poster for you to print extra copies
- Newspaper Ad Template: provide this file to your local newspaper with your sale information - they can update it for you and list it in your local paper
- Kijiji Ad Copy: for you to post and advertise your sale online
- Social Media Icons: uses these when sharing your event on Facebook, Twitter, and Instagram
- Social Media Copy: to help guide you in sharing your sale with your online networks
- Pledge Form

If you have any questions at all, please email events@sunshine.ca.

Step 1: Pick a Date & Time

Decide on the perfect date and time for you to schedule your sale! Make sure you give yourself enough time to prepare, and that your sale doesn't conflict with other local events!

Step 2: Register Your Sale

Send us an email to register your sale and let us know that you will be hosting a Nathan's Garage Sale. Email events@sunshine.ca and include your name, full mailing address, sale location, and the date and time.

Once we receive confirmation of your sale, we will mail you a promotional toolkit and post your sale on the Nathan's Garage Sale section of our website (<http://www.sunshine.ca/nathansgaragesale>).

Step 3: Find a Location

Location! Location! Location! Every successful garage sale needs a great location! What location will you select to host your event?

Consider the following:

- Is your location easy to get to?
- Is there nearby parking?
- Where will you put posters and signs?
- Does the size of your space fit the size of your sale?

If you decide to host your sale at your home, make sure you have enough space. If your driveway/yard won't work, reach out to local networks. You can always partner with other neighbours, community groups or businesses to host a neighbourhood sale.

Step 4: Gather Your Friends, Family, and Neighbours

You will have a lot more fun hosting your garage sale if you invite your friends, family and neighbours to help you out! Also, with more people helping, you can split up the tasks.

To ensure a successful sale, we recommend the following roles that can be divided amongst your team:

- Item Collector: Reach out to gather items to sell in your sale
- Sale Promoter: Spread the word about your sale in person, online and through various other outlets
- Set-up and Tear-down: Set up the event on the day of your sale and put everything away once your sale is over
- Organizing and Pricing: Organizing items by category and assigning prices to everything
- Money collectors: A couple of people to collect money at your garage sale

If you don't want to host a sale on your own, you can reach out to local community groups, churches, schools, social committees or even organizations to host a neighbourhood sale.

Step 5: Engage Your Community

You can ask your neighbours to host a sale on the same day, your family to help out with your sale, or even speak to local business to see if they will chip in! Local restaurants are also a great place to look for food donations for your event to keep your customers satisfied; or even draw in customers.

Step 6: Start Collecting Items

Collect all of your own items. Reach out to your network to see if they have any items that they would like to donate to the sale. You can also reach out to local businesses to see if they have anything they would like to provide! Here is a list of items that sell fast:

- Books
- Movies
- Sports Items
- Furniture (in good condition)
- Electronics (in good condition)
- Anything Vintage/Retro
- Board Games
- Collector Items

Step 7: Spread the Word

Once you have solidified a date and time, gathered some people to help you, and have started collecting items, it is time to start promoting your sale! Advertise with your local newspaper, community centres, social groups, and within your network. Post your posters around your community. Share on social media! Use the tools and resources provided on our website, as well as the following to help promote your event:

- Create a Kijiji ad
- Post on local online community boards and event listings
- Create a Facebook event group and invite everyone you know
- Reach out to your local radio station to see if they would be interested in helping you promote your sale
- Post posters around your neighbourhood to advertise your sale

Step 8: Organize and Price Items

Now comes the time to host a pricing party with your family/friends/neighbours to get all of those great items that you collected, organized and priced! Organize items by category to make it easier for your potential customers to find what they are looking for. It helps to organize books by author, kitchen items by function, etc. Think about bulk discounts for those who want to buy more than one item. Don't forget proceeds are going to help a good cause - don't price too high or too low. Be prepared for people to negotiate prices too!

Step 9: Prepare for your Sale

Make sure you have enough tables to display smaller items and enough space to display larger items. Also, have enough chairs on hands for the volunteers who are assisting with the sale. It is important to make sure that spaces are easy to walk through, and that items are easy to find!

Get lots of change from the bank. Ensure you have rolls of coins, extra smaller bills and Nathan's Garage Sale pledge forms.

Find a box to collect donations on site.

Display your informational poster near where you are collecting money.

Ensure that your 10' paper banner is hung up someplace everyone can see it.

Step 10: Sell Away!

Greet everyone with a friendly smile, and be helpful to your customers. Make sure you have enough people available to help you sell; people don't like to wait too long!

It is very important to record the information of people who donate money to your sale (rather than making a purchase). Regardless of whether or not they would like a tax receipt, their information and amount of donation should be recorded on the pledge form provided.

Step 11: Clean Up and Celebrate

Take a moment to appreciate all of the hard work you, your friends, family and neighbours put in to the sale! Make sure to pack away items that were not sold for next year. Consider donating items if storing them is not an option. Be sure to thank those who pitched in. Offer a small token of appreciation like photos from the event or a coffee.

Step 12: Share Your Photos with Us

Share your photos online and tag us @SunshineFound - don't forget to send us some of your favourites through events@sunshine.ca, we can't wait to see them all!

Step 13: Submit Your Proceeds

Within 30 days, send us an email to let us know your sale has been completed and the amount of money you will be donating to The Sunshine Foundation of Canada.

You can submit your proceeds:

In Person: Drop off cash and/or cheques at our Sunshine office located at:

The Sunshine Foundation of Canada
300 Wellington Street, Unit 100
London, ON N6B 2L5

By Mail: Send us your cheque(s) for the proceeds and any donations received with the completed pledge form to The Sunshine Foundation of Canada at:

The Sunshine Foundation of Canada
300 Wellington Street, Unit 100
London, ON N6B 2L5

Please do not send cash in the mail. As a host, you will receive a tax receipt for the proceeds of your sale. This tax receipt will be reflective only of the direct proceeds of your sale, and will not include money that has been donated by other people. Remember, if you receive any donations from people who attended your sale but did not make a purchase, please include a completed pledge form. All donations over \$20 will automatically be receipted.

Extra Tips:

- Consider selling beverages, and/or having food vendors on site
- Add in some fun things for the kids: face painting, balloons, activity areas etc.
- Collect donations from those who are unable to attend/support your sale

The Sunshine Foundation of Canada fulfills dreams for children across Canada living with severe physical disabilities or life-threatening illnesses. Your support will help us make dreams come true. To learn more about Sunshine, visit us at www.sunshine.ca .

For more information on Nathan's Garage Sale, please contact the Events team:

events@sunshine.ca

519-642-0990 x240