



GARAGE/YARD SALE TOOL KIT

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NATIONAL FOUNDATION FOR
ECTODERMAL DYSPLASIAS

HOW TO HOST A SUCCESSFUL GARAGE/YARD SALE FUNDRAISER FOR THE NFED

Garage/Yard sales are a relatively simple, fun way to raise money for the National Foundation for Ectodermal Dysplasias (NFED). Plus, it's a great way to purge clutter from your home. Following are some basic steps to help you hold a fantastic garage/yard sale fundraiser. You can hold several ones during the months of April through October, weather permitting. If you live a warm climate, you could hold one any time of year.

Preparation

When preparing for your upcoming garage/yard sale fundraiser, there are several important steps to lay the groundwork for a successful sale. One of the most important steps is to generate contributions for the sale from neighbors, friends and family. Remember, the more items you have to sell, the more money you will raise for the NFED and the more "smiles" you will create.

Gather Items for the Sale

Start rummaging through your home for items to sell. Be sure to get your children involved in this process, too. It's a great way to clear the clutter from your home! Remember, one person's trash is another person's treasure.

- E-mail friends and family members about the upcoming sale. Encourage them to donate items for the sale. Be sure to include a deadline for delivering the items to you. Allow ample time to sort and price the items.
- Designate an out-of-the way corner in your home or garage to store the sale items. Large computer boxes and/or plastic tubs work well for containing the items.
- Carefully look over all items for stains, missing parts, grime, etc. Wash stained clothing items. If the stain does not come out, toss the item or place it in a box designated "Free Items." If a game or puzzle is missing pieces, do not include it in the sale. Make sure all electronic and battery operated items are clean and work before including them in the sale. If you still have the original instructions, include them with the item. Check all boxes, books, purses, etc. for old credit card receipts, or money or other valuable items. In addition, when selling clothes, be sure to take a minute to go through all pockets for money, receipts, etc.

Price the Items

There are several schools of thought when it comes to pricing items for a garage sale:

- 1) Individually price each item
- 2) Designate one set price for each table
- 3) Use a color-coded system (red dots = 50¢, yellow dots = \$1, etc.)

Regardless of which pricing strategy you choose, it's important to price items about a quarter or third of what they would cost new (with the exception of adult-sized clothing, which should be much less). Remember, you want to get rid of the items. Look at the items objectively to determine prices.

A week or two before the sale, start pricing the items. Several things can be used, including:

- Pre-printed stickers (available at grocery and discount stores)
- Customized stickers printed from your computer
- Masking tape and markers
- Place the price on top of the items, not the bottom.

When pricing larger items, create a larger price tag on 8 ½ X 11 paper. Be sure to list any selling points or flaws.

Reserve and/or Rent Tables and Clothing Racks

There are several places to acquire tables for your sale. Check with your church to see if they loan tables to members. Borrow tables from neighbors. Rent tables from a rental company. If you plan to sell clothing, see if you can locate one or two clothing racks as well.

Determine the Date/Hours for the Sale

Research your local newspaper, community boards, and Craigslist to see what days of the week/hours most garage sales are held in your area. Traditionally, most of your traffic will be during the morning hours. You may want to even consider opening the evening before to friends and neighbors.

Advertise the Sale

Now that you've started preparing for your garage sale, it's time to promote the sale. There are several outlets to utilize for advertising your sale. Keep in mind, the more exposure before the sale, the better your turnout will be for the garage sale.

- Place a paid advertisement in local newspaper/shopper (week of sale). The cost of newspaper advertisements varies depending on word count, so carefully consider the items you are selling that will draw customers to your sale. Be sure to include your address, date(s) and hours of sale, and "all proceeds to charity."
- Promote the garage/ yard sale for free on websites such as Craigslist (1-2 weeks prior to sale). Craigslist does not limit the words, so feel free to provide a comprehensive list of items you will be selling. In addition, mention that all proceeds go to the NFED and provide a brief description of ectodermal dysplasias.
- Utilize social media like Facebook, Twitter. (1-2 weeks prior to sale).
- Send an e-mail to friends and family members. Ask them to forward it on to their friends (week of sale).
- We can help promote the sale by letting us know three weeks in advance. Provide the NFED office with all information. We can share on social media, our website and newsletter. Distribute a flyer promoting the sale to neighbors living a few blocks from your home. (See sample flyer). This flyer should list specific items for sale and encourage neighbors to donate to the sale (1-2 weeks before the sale).
- Make several directional, weatherproof signs promoting your garage sale to place at key intersections the day(s) of your garage sale. Include your address and arrows guiding cars to the sale. Be sure to check local regulations (neighborhood and government) regarding the posting of signs. Some require signs to be taken down each night.
- For fun, post someone at an intersection near your home wearing a sandwich board promoting your sale.

Setting Up the Garage Sale

One of the most important aspects of a successful garage sale is the sale layout and how the merchandise is displayed. Is everything nicely displayed or do customers have to dig through boxes on the ground? Are similar items grouped together? Are all of the price tags visible? Are there signs identifying clothing sizes and/or groups of items? The more organized and eye pleasing the sale, the more merchandise you will sell!

Merchandising/Display

- **Clothing** – Group clothing by size and gender. Start with infant and work your way up to adult sizes so it's easy to direct customers. Make signs identifying the sizes and display on the table.
- **Books & CDs** – Display books, videos and CDs in bookshelves, boxes or bins so the titles can be easily read. As with clothing, group the items into groups (children, teen & adult) and place labels on the bins identifying the group of items (children's books, etc.).
- **Toys** – If you are selling an item that contains several smaller pieces (such as Polly Pockets & Barbie dolls), consider grouping some items together (doll + 2 outfits) into a snack-sized plastic bags. Group all toys by age, gender and theme.
- **Housewares** – Make sure all items are clean and in good working condition. Group items together by parts of the home (kitchen, bathroom, living room, etc.).
- **Furniture, Large Electronics** – Display larger ticket items along the driveway to help draw customers

to stop by your sale.

- **Holiday Themed Items** – Group all holiday-themed items together.
- **Antiques** – If you are selling any antique items, group these together.
- **Health and Beauty** – Display health and beauty items (make-up, nail polish, etc.) in small bins to help keep the items contained.

Signage

Whenever possible, create signs to help direct customers to particular areas of the sale (toys, books, housewares, etc.). Make signs identifying the different clothing sizes (boy 2T – 4T, girl 12).

Displays on Driveway

Display interesting items toward the end of your driveway to encourage people to stop by your sale.

Cash Table

A day or two before the sale, go to the bank to get change for the sale. Get at least a roll of quarters, 25 \$1 bills and 10 \$5 bills. If you are pricing items for 5 or 10 cents, be sure to get a roll of nickels and dimes. Keep track of how much change you started with so that amount can be deleted from the final sale total.

- Do not leave your cash box unattended during the sale. Periodically, pull large bills and place them safely inside your home.
- Do not accept checks unless you are willing to take the risk of getting a bad check. If you know the person, that is different.
- Have one or two calculators on hand at your cash table.

Bags

Have a large supply of plastic or paper grocery bags and shopping bags on hand for bagging purchased items.

Batteries and Extension Cords

Have extra batteries (in all sizes) and an extension cord handy so customers can make sure an electronic item and/or toy works.

Personal Items Not For Sale

Drape sheets or blankets over items not for sale in your garage to prevent any confusion over what is and is not for sale.

Information Regarding Ectodermal Dysplasias

Create a sign identifying the NFED as the recipient of the proceeds from your sale and thanking customers for shopping your sale. Create a display and pass out brochures and fact sheets about ectodermal dysplasias. It's a great opportunity to raise awareness! Ask us for these items three weeks in advance.

Hold Area

Designate an area close to the cash table where customers can "hold" their items while shopping. This could be as simple as three large boxes, a spot on your front sidewalk, etc.

Lemonade Stand with Cookies for a Cure Bake Sale

If you have children, get them involved by holding a lemonade stand. Serve cookies and cups of lemonade. If you don't want to mess with lemonade, sell water bottles or soda cans out of a cooler.

The Day(s) of the Sale

- **Open Early** – Don't be surprised if you have several customers waiting for you to open bright and early. That's why it is so important to have everything ready to go the night before, so all you have to do in the morning is open the garage door and move items to the driveway.
- **Greet Customers** – Nothing makes a customer feel more welcome than a cheerful "good morning" and a smile. Be sure to greet your customers and strike up a conversation about ectodermal dysplasias. You'll be amazed at the people who don't purchase anything who still make a donation to the organization.

- **Bargaining** – You may have some customers trying to talk down your prices. Consider how you'd like to handle this prior to the sale, so workers know your thoughts on this. Hold firm to your prices early in the sale and look at reducing prices as you get close to the end of the sale. Keep in mind, if you mention that all proceeds are going to a charity, people will often pay the full amount.
- **Keep the Area Attractive** – Fill in empty spots on the tables as things get sold. Re-fold clothing items and straighten out piles.
- **Thank Customers** – Be sure to thank your customers.

Following the Sale

First of all, give yourself a well-deserved pat on the back for a job well done! All of your hard work and sweat will be worth it when you count the proceeds and write that check to the NFED.

- **Donate** – Box up all unsold items and donate them to a local Goodwill, Salvation Army, etc. or hold another garage/yard sale later in the year with these and additional items!
- **Return Items** – Return tables, clothing racks, etc. to the appropriate places.
- **Count Your Proceeds** – Be sure to deduct the change you got from the bank prior to the sale from the total amount.
- **Contact the NFED** – Cut a check for the amount and send it to the NFED at 6 Executive Dr., St. 2, Fairview Heights, IL 62208-1360. E-mail a photo from your event with a brief description to Seth at the NFED at sferris@nfed.org or Lea at lea@nfed.org. We will use the photo and info to thank you and for other marketing purposes.
- **Thank Donors** – Send a thank you to everyone who donated items to sell, volunteered their time and supported your cause. Let them know how much you raised and how much you appreciate their support. You'll be amazed at how many will be ready to jump in and help with the sale next year!

GARAGE SALE!



PROCEEDS BENEFIT THE NFED

Date:

Time:

Location:

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YARD SALE!



PROCEEDS BENEFIT THE NFED

Date:

Time:

Location:



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Photo Release Form

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I hereby release and discharge Owner from any and all claims and demands arising out of or in connection with the use of the photographs, including without limitation any and all claims for libel or invasion of privacy.

I am of legal age and have the right to contract in my own name. I have read the above and fully understand the contents thereof. This Release shall be binding upon me and my heirs, legal representatives, and assigns.

Printed Name: _____

Signature: _____ Date: _____

Signature of parent (if subject is a minor): _____

Birth Date Minor: _____

Address: _____

City: _____ State: _____ Zip Code: _____

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Contact us at NFED.org, info@nfed.org or 618-566-2020