



IN PARTNERSHIP WITH:



HOW-TO HOST A GROUP SALE



STEP BY STEP GUIDE

This guide steps you through how to organise a car boot sale, secondhand market or other group sale as part of Garage Sale Trail. It also includes tips and resources to help you make your sale Covid-safe.

! Public health advice and Government directions in response to Covid-19 change rapidly. It is important that you stay up to date with the latest advice in your area before you host a group sale on the Trail.

⚡ READ ON FOR

- ✓ Why organise a group sale
- ✓ Planning your event
- ✓ On the day
- ✓ Staying Covid-safe



WHY HOLD AN EVENT

- ✓ It's a great way to fundraise or generate some extra money - schools, charities and community groups tell us they make an average of over \$1,500 on one day
- ✓ It's easier than selling online, if you have lots of stuff to re-home
- ✓ For shoppers, it's a great place to pick up a bargain, or find something unique
- ✓ It encourages reuse so benefits the environment too





PLANNING YOUR EVENT

WHO?

Think about who you would like to come to your sale. If your area has lots of families, you might want to consider a theme, such as kids clothes and toys.

WHEN?

13-14 & 20-21 November 2021!

Garage Sale Trail happens only once year and it's a great time to organise your sale. Not only will you be part of a national movement, but the high-profile media around the campaign and promotions by your local council will help you attract more shoppers.

Be sure to leave plenty of time to get other local sellers and stallholders involved. We recommend allowing at least four weeks.

WHERE?

It's really up to you although we do recommend an outdoor space to give you more flexibility to enable physical distancing and other Covid-safe measures. We'd also recommend hosting your sale in a location with lots of passing traffic.

If you plan to host a sale on public property or on land owned by someone else, be sure you have the necessary permissions from the landowner and local council.

HOW?

Tell anyone who will listen about your sale! Advertise through local media, shout about it on social media, contact local radio stations and list on event websites.

And don't forget about word of mouth too. Get the word out through your local school, community groups, friends and family and consider advertising in local community hotspots like cafes and libraries.

On the event day, it's all about signage. Put up posters, banners and bunting outside the venue and in high traffic spots nearby.

List your sale on the Garage Sale Trail website at garagesaletrail.com.au and access free promotional materials and support to make your sale a success.

ROUNDING UP YOUR SELLERS AND STALLHOLDERS

If you're opening up the event to other sellers and stallholders, put a plan together for getting them involved.

From Friday 10 September you can list your event on the Garage Sale Trail website. Create a sale listing for free and promote this listing to your local network via social media, emails and more.

The Garage Sale Trail website is viewed over 3 million times in 10 weeks making it a great place to advertise plus potential stallholders can contact you and register directly through the site saving you some admin!

CROSSING THE T'S AND DOTTING THE I'S

Once you have recruited your stallholders, get in touch with them to confirm:

- ✓ How much space they will have
- ✓ What time to arrive to set up and when the event will finish
- ✓ What they can (or can't) sell
- ✓ How much a stall costs (if anything)
- ✓ What you provide and what stallholders need to bring along (tables/clothing rails and so on)
- ✓ What measures you require them to take to ensure the sale is Covid-safe

Check out the template email and Covid-19 checklist provided with this guide to make this easier.





ON THIS DAY

Sale day is all about finding treasure, getting together and having fun but there are a few things to remember to do too!

HERE ARE OUR TOP TIPS:

Take touch-free payments with PayPal. It's safe, secure and quick to set up **QR code payments** with the PayPal app. Shoppers simply scan, pay and go and you get instant payments without the hassle of small change.

Use the Covid-safe checklist included with this guide to ensure the health and wellbeing of sellers and shoppers at the event.

Design the floor plan for the event with physical distancing in mind. Included with this guide is a suggested layout.

Think about how you'll clean up after the event and what you'll do with unsold items. Many local charities and community groups offer a collection service. We'd also recommend you visit your council website for details of local services.

Promote the charity, or local community group, you are fundraising for. It can be a good idea to set up a display table with information or run some additional fundraising elements such as a raffle or sausage sizzle. Just be sure you have all the relevant permissions from council.

Get some volunteers to help stallholders when they arrive, greet shoppers and collect any entry fees.

Take photos and share them on social media using #garagesaletrail. Photos taken on a phone can be used or shared with media after the event.

Invite local media down to your sale. Asking a local councillor, or other local figurehead, to officially open the event can make for a great photo opportunity.

EMAIL TEMPLATE FOR STALLHOLDERS AT YOUR SALE

Use this template to provide stallholders at your group sale with all the information they need to get involved in your event.

Subject line: Your stall at [insert name] garage sale is confirmed!

Hi [name],

Thanks for signing up to be part of our garage sale on [13-14 & 20-21 November 2021]. We're delighted you are joining us.

Thanks to the support of [council name], we'll be part of Australia's biggest festival of pre-loved stuff.

So that you're ready for the day, here's all you need to know:

KEY DETAILS:

Date: [13-14 & 20-21 November 2021]

Location: [insert address here and any information about how they access the venue]

TIMINGS:

Stallholder access & set up: [insert time]. All stallholders must be set up by [time]

Public access: [insert times from and to]

Pack down and clear up complete: [insert time]

In the case of Wet Weather: [insert any specific information about what happens in wet weather]

STAYING COVID-SAFE

To ensure your health and wellbeing and that of all event participants we require you to follow these Covid-safe procedures:

- All items you are selling must be cleaned and sanitized before the event
- All stallholders are required to wear a mask and practise social distancing, remaining 1.5 metres away from those outside their household
- If you're feeling sick or have even the mildest of symptoms of Covid-19 stay home

ITEMS FOR SALE:

- Must be clean and in good working condition. Sellers will be requested to remove any dirty items.
- **The following items are prohibited:** [If relevant include any restrictions e.g. children's safety equipment, electrical items, new items]
- It is your responsibility to price all goods and to take home any unsold goods or rubbish following the event
- Sale organisers reserve the right to refuse items for sale on the day

For enquiries or further information in the lead up to the event, please contact:

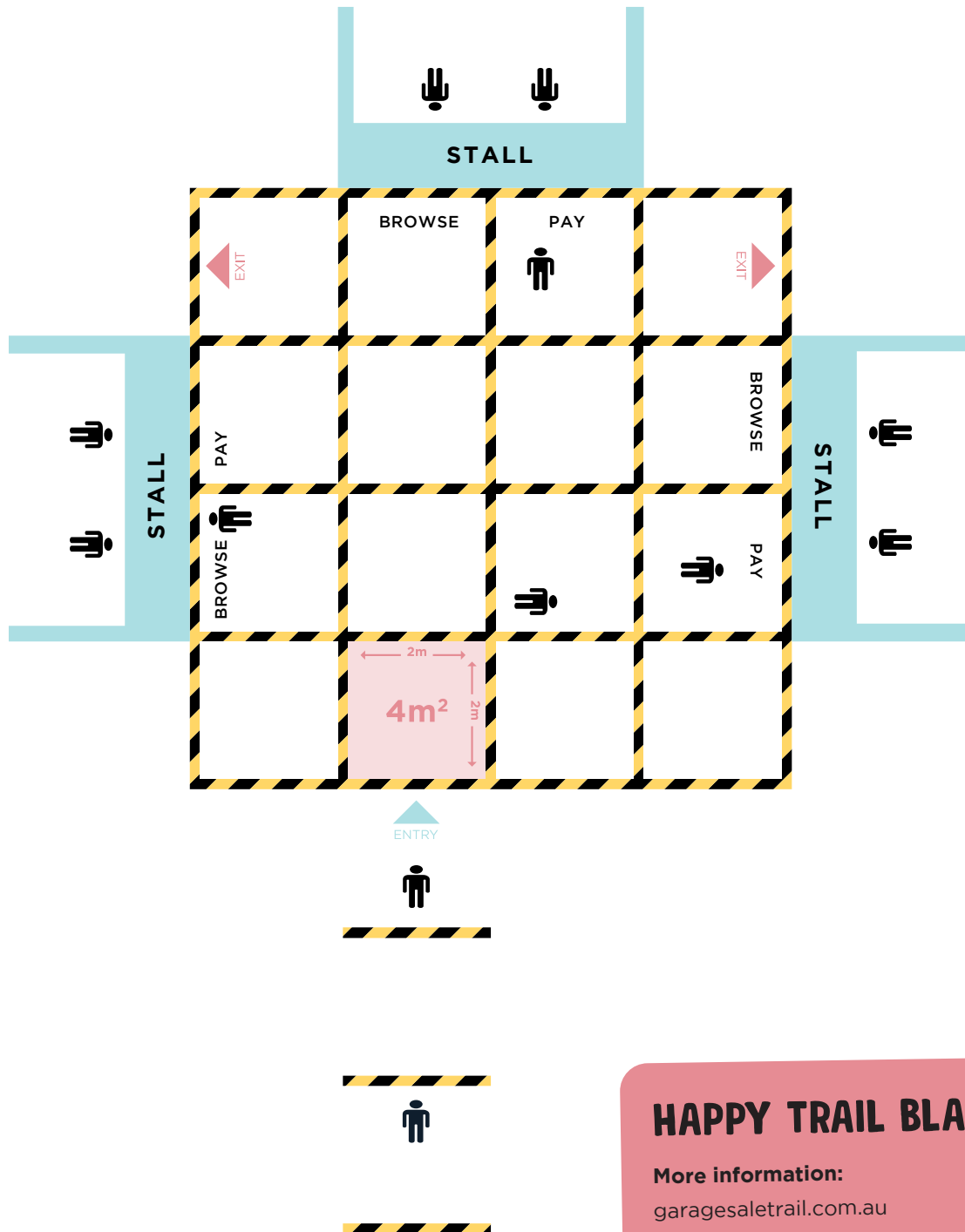
[Insert name and contact details of group sale organiser]

For questions on the day please call: [Insert name and contact number]

Thanks again for getting involved. We can't wait to see you on the day!

EXAMPLE FLOOR PLAN TO ENABLE DISTANCING

This suggested layout is for a space measuring 8m² and would be suitable for up to 16 shoppers (It allows 4m² per person).



HAPPY TRAIL BLAZING!

More information:

garagesaletrail.com.au

contactus@garagesaletrail.com.au

[#garagesaletrail](https://twitter.com/garagesaletrail)