



# ORGANISING 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.



### READ ON FOR:

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





## 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
- ✓ Connect with your community







# 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?

Saturday 19 or Sunday 20 October of course!

Garage Sale Trail happens only once year. 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. It's best (and easiest) to host your sale on private property in a busy area, or near a busy road, so you can take advantage of passing traffic over the weekend.

Be sure you get the necessary permissions from the landowner and local council if you plan to host a sale on public property or on land owned by someone else.

## 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](http://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 10 August listing your event on the Garage Sale Trail website is a great way to get stallholders involved. You can create a sale listing for free and easily promote this page to your local network via social media, emails and more.

## 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 (e.g. a car space/table top, suitcase)
- ✓ What time to arrive to set up and when it finishes, time to clean up & pack away
- ✓ 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)

Check out the template email we have provided in this guide to make this easy for you.



## On the 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:

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 the world's greatest 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.

Arrange a float and cash box and have a plan in place for keeping the funds secure after the event.

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.

Consider inviting 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.

## HAPPY TRAIL BLAZING!

### More information:

[garagesaletrail.com.au](http://garagesaletrail.com.au)  
[contactus@garagesaletrail.com.au](mailto:contactus@garagesaletrail.com.au)  
[#garagesaletrail](https://www.instagram.com/garagesaletrail) [#choosetoreuse](https://www.instagram.com/choosetoreuse)





## 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 [Saturday 19/Sunday 20 October 2019]. We're delighted you are joining us.

Thanks to the support of [council name], we'll be part of Australia's biggest weekend of reuse with over 16,000 garage sales happening across the country and 400,000 Australians getting involved.

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

### KEY DETAILS:

**Date:** [Saturday 19/Sunday 20 October 2019]

**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]

### YOUR SPACE AT THE EVENT:

**To ensure the day runs smoothly and safely please note the following:**

**Maximum space available:** [car spot/table + maximum of one clothing rack/dimensions of space]

**What we provide:** [e.g. table, approx. 6ft]

**What you need to bring:** [e.g. table/clothing rail]

**Cost of stall:** [if relevant]

### 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!

# 19+20 OCTOBER 2019

Register at [www.garagesaletrail.com.au](http://www.garagesaletrail.com.au)  
#garagesaletrail

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