



HOW-TO GUIDE FOR SCHOOLS

Host a sale and join 400,000 Australians putting secondhand first as part of the nation's biggest ever weekend of garage sales.

IT'S GOOD FOR YOU

- ✓ Fundraise for your school and make over \$1,500 on one day
- ✓ Engage the school community in a fun reuse initiative
- ✓ Promote your school locally

IT'S GOOD FOR THE COMMUNITY

- ✓ Each year over \$1million is raised for charities, local community groups and schools
- ✓ 350,000+ neighbours get to know each other

IT'S GOOD FOR THE PLANET

- ✓ Putting secondhand first reduces the amount of stuff we send to landfill and the number of new products made

HOW IT WORKS



Your local council makes Garage Sale Trail happen in your community.



Sellers register their sale for free at garagesaletrail.com.au and get a sale listing, searchable on the national map.



Shoppers, bargain hunters and treasure seekers log onto the website to search for sales near them.



Sellers and shoppers come together over one big weekend of garage sales on 19 & 20 October.



Pre-loved items find a new home, friendships are forged and funds are raised for great causes and charities right across Australia.



GET INVOLVED

Register your garage sale for free or search for bargains near you at garagesaletrail.com.au



WHAT YOU GET

A dedicated sale page on garagesaletrail.com.au

The site is viewed over 2 million times in the 10 week build up to the big weekend. That's a lot of potential eyeballs looking at your sale.

Free posters, tips, tricks and more

Download posters, bunting and other promotional materials, plus get your hands on the hottest garage sale tips and tricks delivered direct to your inbox.

A searchable listing on the national map

We'll help shoppers find you with a searchable online map at garagesaletrail.com.au.

Heaps of media buzz to get the nation ready to bargain hunt

From national news to local radio and newspaper stories, we together with your local council will do our best to help you bring in the shoppers through an on and off line promotional campaign.

Be part of the movement

Last year almost 350,000 Australians got involved at over 18,000 garage sale events and over 8 million items were set free from cupboards, sheds and garages across the country!

TAKE THE SEVEN STEPS TO GARAGE SALE TRAIL NIRVANA

STEP 1

REGISTER YOUR SALE

Be one of the first 1,250 sellers to register and you'll get a free printed seller pack crammed full of promotional bits*.

STEP 2

GET CREATIVE WITH YOUR SALE NAME

Sales with great names grab shoppers attention and get heaps more visitors over the weekend. Think: *Honey I sold the kids* or the Lionel Richie inspired, *Hello, is it quality used goods you're looking for?*

STEP 3

SHARING IS CARING

Share your sale on social media once a week until sale day using the social media tiles & images we provide and join Nextdoor, the free and private network for your neighbourhood, by downloading the App or visiting nextdoor.com.au so you can promote your sale to those who live in your community.

STEP 4

AND REPEAT

Tell them once, tell them twice, and then repeat. Download the invitation template we provide and hand out to friends, family and neighbours.

STEP 5

ADD A LITTLE SOMETHING ON THE SIDE

Consider a theme, play some tunes and get creative with a little entertainment on the day - from free hugs/cups of tea to lucky dips or a kids play area and craft zone.

STEP 6

GET HIGH VIS

Pull in some passing trade with some high visibility signage. You'll find great templates ready to go at garagesaletrail.com.au.

STEP 7

KEEP THE GOOD REUSE VIBES GOING

Plan for what you don't sell over the weekend. Sites like Nextdoor allow you to promote items available for sale to those in your community and list items for free.

*Seller packs sent to the first 1,250 sellers to register before 10 September 2019 in participating council areas only