



Nathan's GARAGE



IN SUPPORT OF THE SUNSHINE FOUNDATION OF CANADA

HOST HANDBOOK

Thank you so much for choosing to host a Nathan's Garage Sale. You are helping Nathan pay it forward and helping make dreams come true for children across Canada living with severe physical disabilities or life-threatening illnesses.

This handbook will help you host a successful garage sale by providing some tips and tricks.

As a Nathan's Garage Sale host, we will be providing you with a kit that will be sent in the mail that will include:

- **Paper Banner** - to post on the front of your garage or house for the day of your sale
- **Posters** - write your sale information on these and post around your neighbourhood
- **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
- **Host Handbook**
- **Pledge form** - use this to record donations from people who attend your event. Ensure you include all information for tax receipting purposes
- **Business Reply Envelope** – use this to mail your cheque for the total of your proceeds that you are donating to The Sunshine Foundation of Canada

Additionally, we will have resources and tools available on the [website](#) for you to download, including:

- **8.5x11 poster** – print this to post around your neighbourhood and distribute to friends and family
- **Newspaper ad template** - provide the file to your local newspaper with your sale information. They can update for you and list in your local paper
- **Kijiji ad copy**
- **Social media icons** - use these to share on your Facebook, Twitter and Instagram

Step 1: Register your sale

If you haven't registered your sale yet, send us an email to register your sale and let us know that you will be a Nathan's Garage Sale host. Email events@sunshine.ca and include your name, full mailing address (so we can send your host kit) sale location (if known), time and date. We will post your sale on the Nathan's Garage Sale section of the [Sunshine website](#).

Step 2: Find a location

Location! Location! Location!

Host your sale in a large yard/driveway, parking lot or open public space in a high traffic area. Make sure you have enough space, while also considering how many tables you will need to display all the items you will be selling.

Reach out to your local network (friends, family, colleagues, etc.), and consider partnering with other neighbours, community groups or businesses to host a neighbourhood sale.

Note: If the location changes after you have registered your sale, please email events@sunshine.ca to have the information updated on the website. We want to ensure people go to the right location!

Step 3: 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. With more people helping, you can split up the tasks.

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

Before Sale Day

Item Collectors:

- Reach out to gather items to sell in your sale, and arrange pick up of the items

Sale Promoters:

- Spread the word about your sale in person, online, etc.

Organizing and Pricing:

- Cleaning items and assuring they are in working order
- Organizing items by category and assigning prices to everything
- Host a pricing party to price all of your great items

On Sale Day

Set-up and Tear-down:

- At least four people to set up the event on the day of your sale and put everything away once your sale is over

Money collectors:

- At least two people to collect money at your garage sale

If you are planning extra activities for your sale, you will need to fill more roles as appropriate. If you are looking to host a neighbourhood sale, you can reach out to local community groups, churches, schools, social committees or even organizations as partners.

Step 4: Create a basic plan

Putting a plan in writing can help to keep things on track and prepare for surprises that may arise.

In Case of Rain

What is your plan? Hold the sale rain or shine? Is there an indoor option? Should you consider, and promote, a rain date? Decide ahead of time what your plan of action will be should you need to deal with inclement weather.

Clean Up:

What will you do with the items leftover at the end of your sale? You may choose to keep them to do a sale next year, or to donate them to your charity of choice. You should decide where the items will go, how they will get there, and who will be responsible for making sure it happens.

EXTRAS:

- Consider selling beverages or having food vendors on site. Easy things to sell include coffee, lemonade, water, popcorn, candy bags. These are low cost items and can be sold for a low price as well.
- Consider adding in some fun things for the kids: face painting, temporary tattoos, balloons, etc.
- Collect donations from those who are unable to attend or provide items to your sale

At the end of this handbook is a checklist to help keep your ideas all together.

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 businesses to see if they will chip in by donating items to sell. Local restaurants could provide food and/or beverages.

If you are working with a group of people, get together and brainstorm some ideas to help improve the success of your sale. Add the chosen ideas to your plan.

Step 6: Start collecting items

You may have enough items for a sale of your own, but if you don't, reach out to your friends, family and/or colleagues to see if they have any items that they would like to donate to your sale. You can also reach out to local businesses to see if they have anything they would like to provide.

Hot-selling Items:

- Books
- Movies
- Sports Items
- Furniture (in good condition)
- Electronics (in good condition)
- Anything vintage/retro

Step 7: Spread the word

Once you have a date and time, some people to help, and have started collecting items, it is time to start promoting your sale.

Use the tools we have provided on the [website](#) to promote your sale: Use the ad template to advertise with your local newspaper, post the posters around your community and share the social images with your social networks.

Other ways to promote:

- Create a Kijiji ad
- Post on local online community boards and event listings
- Post your sale to community event Facebook groups
- Reach out to your local radio station to see if they would be interested in helping you promote your sale

Step 8: Organize and price items

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. Include signage for each section of your sale so items are easy to find.

Make sure you price all items. You may want to colour code different price points to save from writing it out for every item. (yellow sticker = 25¢, red = 50¢, etc.) Larger or higher valued items can be 'Price as Marked'.

Think about bulk discounts for those who want to buy more than one item (e.g. Bag of clothing for \$5). You may want to have a box of small items for free or a special deal, like 10 for \$1. Don't forget proceeds are going to help a good cause - don't price too high or too low. People will always negotiate.

While preparing for your sale day keep in mind that your objective is to make it as easy as possible for your customers. You can do this by keeping things clean and tidy, organized, and having clear signage.

Step 9: Set up your sale

Make sure you have enough tables to display smaller items and enough space to display larger items. You want to make it easy for people to find everything.

Set up items that will display them in a visually pleasing way (i.e. not just tossed into a box). Display books with spines out, hang clothes, place linens on a plastic sheet on the ground for easy viewing.

Arrange like items together and display with a sign with the category name. Categories can include:

- Kitchen
- Books
- Clothes
- Linens
- Home Décor
- Holidays
- Baby
- Toys
- Electronics

Get lots of change from the bank. Ensure you have rolls of coins, extra smaller bills and Nathan's Garage Sale pledge forms (these are available on the [website](#)).

Find a box to collect donations on site

Supplies:

- Cash boxes
- Bags
- Pens/sharpeners
- Boxes
- Price tags/stickers
- Tape
- Paper
- Cleaning/Dust cloths
- Batteries/extensions cords
- Calculator
- Clothing rack or clothes line
- Tarp
- Donation Jar
- Garbage bags

Post your Nathan's Garage Sale banner on your garage, the front of your house or somewhere else that is visible.

Hang the poster with Nathan's story at a high traffic location of your sale, like the 'check-out'. You can share Nathan's story and talk to your customers about why you are hosting a Nathan's Garage sale while you are ringing up their sales!

Create a fun atmosphere by having music playing at a reasonable level to attract attention, but not make it difficult to carry on conversations.

Have all 'workers' wear bright orange t-shirts to make them easy to spot and add to the fun atmosphere.

Step 10: Sell away!

Be friendly and helpful to your customers. Help Nathan pay it forward by talking to them about The Sunshine Foundation of Canada and why you decided to host a Nathan's Garage Sale.

Make sure you have enough people available to help you sell. You don't want to have to make people wait.

Continuously clean up to keep things tidy as items are purchased.

Step 11: Clean up and celebrate

Take a moment to appreciate all of the hard work you put in to your sale. Pack away items that were not sold for next year, or donate them.

Step 12: Share your photos with us!

Take lots of pictures of the fun and camaraderie that happens throughout the day. Be sure to share them to our [Sunshine Facebook page](#) or tag us on [Twitter](#) or [Instagram](#) (@SunshineFound)! Nathan really enjoys seeing pictures of all of the sales across Canada.

Step 13: Submit your donation of proceeds

Send us an email (events@sunshine.ca) to let us know your sale has been completed and the amount of money you will be donating to Sunshine.

To make your donation:

By Cheque:

Use the business reply envelope provided. Please write the date of your sale in the Notes field

By Credit Card:

Please contact events@sunshine.ca to submit your proceeds via credit card

By Cash:

Cash donations can be dropped off at the Sunshine Office:

The Sunshine Foundation of Canada

300 Wellington Street, Unit 100

London, ON N6B 2L5

If you have any questions regarding Nathan's Garage Sale, your efforts to join us, or anything else regarding The Sunshine Foundation, please email events@sunshine.ca.

Thank you for hosting a Nathan's Garage 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.

Nathan's Garage Sale Checklist

	Details	DONE
STEP 1: Register your sale Email events@sunshine.ca to register your sale	Time: Date: Location:	
STEP 2: Location! Determine the best location for your sale		
STEP 3: Gather your friends and family Recruit some help – the more the merrier	People and Roles:	
STEP 4: Create a basic plan The necessities and the extras	Rain Plan: Clean Up: Children's Activities: Food Sales: Extra:	
STEP 5: Engage the Community List of potential partners and confirm once they sign on	Eg. Church High school Fire Hall Police Grocery Stores Restaurants	
STEP 6: Start collecting items Where to store items Who to ask for items		
STEP 7: Spread the word List of places to post, confirm as complete	Kijiji Online and physical community boards Event listings Facebook groups Local radio station Newspaper ad	
STEP 8: Organize and price items Date/Place of pricing party Supplies needed & who is bringing them		
STEP 9: Set up your sale Start Time Who is helping		
STEP 10: Sell away!		
STEP 11: Clean up and celebrate End Time		
STEP 12: Share your photos Share them on our Facebook page		
STEP 13: Submit your donation Total Amount		

NOTES: