



NEIGHBORHOOD GARAGE SALE

Community Events will introduce you to new farm areas and demonstrate to current farms that you are a concerned and involved member of the neighborhood. To get to know everyone in your farm area or neighborhood and to add them to your database, one of the easiest and most effective community events is to sponsor a neighborhood wide garage sale. The event takes place on a set date and everyone who signs up to be a part of the event displays their items at their own location and is responsible for selling them.

You, as the sponsor, are responsible for organization and promotion. This document is a "How To..." create a successful neighborhood garage sale. If you need ANY help with any step, please reach out to your Agent Success Manager ASAP!

Step One: Choose Your Area

The Neighborhood Garage Sale can be as large as you want. However, keep in mind that as you enlarge the sale area you are also increasing your responsibilities and potential costs. Identify the area you want to support and generate a database of home addresses and, if possible, resident names. You can pull this information from public records. You could identify only the addresses and mail the cards to "My Neighbor." Find out if there are any restrictions the neighborhood association or local government may have regarding garage sales. Some areas may require a permit.

Step Two: Set a Date

Aim to have your event on a Saturday from 8:30 – 3:00. Check community calendars to avoid any conflicting events and consider schools and other holidays in planning your date. Weather is always a factor so decide up front whether your sale is "Rain or Shine" or set an alternate date due to inclement weather. Give yourself six weeks before the actual date of the event for planning and promotion.

Step Three: Communicate with Your Neighborhood

Invite to Participate

Jacob can help you with a template for an announcement card which introduces you and the event to the neighborhood. Customize the card with your event date and your information. Use the database you generated earlier to mail the cards and if you have email addresses the card can also be emailed. An even more effective way to introduce you to the neighborhood is to walk the cards to every home. The call to action on the card is to invite a call or email to you for more information.

This announcement card should be mailed at least six weeks prior to the event. The underlying purpose is to collect phone numbers, email addresses and contact names in your farm area.

Sign-Up

Using your Gmail account, create a "Sign-Up" sheet in Google Forms. Create an email announcement AND a mailable card which explains how to sign up and the deadline dates. Cards should be delivered one week after the announcement card. Make sure you convey that once they've signed up, they're committing to being a part of the sale. Once you receive a sign-up you will email them the "Garage Sale Kit" flyer.

Garage Sale Kit

This flyer contains a "How To..." for the garage sale beginner, signage, an inventory sheet, paper or plastic bags, and price stickers. If you are so inclined, you may provide your participants with some inexpensive price tags, paper bags, or even customize bags with your information on them. If you're going to do this, make sure your participants know it and how to get supplies from you weeks before the event.

Step Four: Organizing

Three weeks before the sale arrange for a non-profit to come by and pick up any unsold "donations." Make sure your participants know this service will be available to them at the end of the sale.

As you collect names, phone numbers and email addresses add these to your Garage Sale Group in your database. Develop a list of notable items that will be offered by your participants to help promote the sale.

Two weeks before the sale you should start posting your "Multi-Home Garage Sale" on websites (most at no cost). Simply, Google "garage sale advertising sites" and copy and paste the same ad on multiple sites. You can use Canva to create graphics for your ads where applicable.

One week before your sale, create your 2-sided Directional Signs. Remember simple, large, non-professional, Directional Signs are the best! You will need lots of signs as this the #1 way people find Garage Sales. Buy balloons to use as 'house identifiers.' Be aware that there are laws regarding the placement of signage (like yard sale signs). Some areas are lax in enforcement of the laws and others are strict. Check with your city or county government or homeowner's association to see if there are restrictions on yard sale signs.



Step Five: Sale Day

Be ready to start your day at 5:00 am by placing Directionals Signs starting from , attaching balloons to participants' mailboxes, and delivering coffee and doughnuts to all your participants. Make sure your participants all have your business card so they can reach you with questions. Throughout the event, visit each of the participants!

Throughout the sale duration, offer help with essentials like "change" for big bills, extra help if there's a rush, and even bathroom breaks! Take pictures for your personal promotion and a "Wrap Up" letter to participants and a reminder for next year's event.

At the end of the sale, make sure you remove any Directional Signs so you can use them again in the future.