



Ten steps to hosting a successful yard sale



Step 1: Make it official
Register your yard sale



Step 2: Find the perfect spot
Decide where you want to host



Step 3: Rally the troops
Get friends and local
businesses involved



Step 4: Get organized
Start collecting and
categorizing items



Step 5: Spread the word
Start advertising your sale
Print e-cards
Print hydro posters



Step 6: Get your DIY on
Get crafting to promote your sale
Print signs
Print stencils



Step 7: Name your price
Clearly price each
item fairly
Print price tags



Step 8: Don't forget the change
Have rolls of coins and CCS
donation forms handy



**Step 9: On May 27,
start yardsaling!**
Be friendly and available



Step 10: Clean up and celebrate
Celebrate and donate the
rest to charity!



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Nervous about organizing your own yard sale at this year's event? We've created a step by step handbook filled with the top tips from seasoned yardsalers, our favourite how-to articles and our own hands-on experiences to give you the know-how to host your most successful yard sale yet!

Step 1: Make it official

It sounds simple, but the first step is to commit to the idea of hosting a sale. Why? Your determination to make your sale a success will come with a little commitment. Once you register your sale, you can set up your own fundraising page, create a new team, or join an existing one. This makes it easy to share information about your sale and accept financial donations to put towards your total proceeds.

Step 2: Find the perfect spot

It's all about location, location, location! Decide where you want to host your sale. Do you need a permit to host your sale there? Do you need tables or tenting? Where will you put your signs? Think about where everything will go and how you can make it as easy as possible for your shoppers. If you have a big group, consider using the main street or a nearby park. The more sales in one area, the more shoppers will come!

Step 3: Rally the troops

Holding a sale is a lot of fun, but it's even better when you have someone to do it with. See if your friends and neighbours are interested in hosting sales and ask local businesses to chip in. It's good advertising and you could dream up some fun activities with their help. For example, you can get a local salon to do mini manicures for \$5 each, or have a local butcher host a barbeque at your event! The more you have to offer, the more time people will spend at your sale, so be creative.

Step 4: Get organized

Start collecting items for your sale. Ask your friends and family if they have anything to contribute. You'll be surprised at what they're holding onto and more often than not, they'll jump at the chance to get rid of it! Organize your sale items by category and pack them into clearly marked boxes. Avoid seller's regret by doing this a few weeks early – if you don't go looking for it, chances are you won't miss it.

Step 5: Spread the word

Tell everyone that you'll be hosting a Yard Sale for the Cure™ on May 27. Put posters up, mention it on Facebook and Twitter, blog about it, call the local radio station, or use Kijiji and Craigslist to advertise your sale. Make sure you mention where it is, what type of items and activities you have, and most

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importantly, when it starts. Many avid yardsalers will arrive as early as 5am to pick out the best items, so be fair to others and stick to your start time! Want your sale to be featured on our website? Email a description of your sale including any special items to yardsaleforthecure@cancer.ca. Remember, if you have friends and family that can't make it to your sale, let them know they can still support you by making a secure donation on your digital fundraising page!

Check out other items in our tool kit to help you advertise your sale:

[Print e-cards](#)

[Print hydro posters](#)

Step 6: Get your DIY on

Have some fun with your family and turn game night into craft night! We've got tons of tools to help you get creative and make signs, t-shirts and more, to promote your sale. Try making a sign out of a pizza box and marker, or get fabric paint and paint on an old bed sheet. See what household items and waste can be put to good use!

Here are a few tool kit items to help inspire you:

[Print signs](#)

[Print stencils](#)

Step 7: Name your price

People are more comfortable negotiating when they have a starting point, so clearly price each item. Use painter's tape for small items and a sheet of paper for larger items like furniture. A great way to price items is by group, for example, "All CDs \$1" or "All items on this table \$.50 each". Remember, Yard Sale for the Cure™ is a charity sale, so don't undervalue items, but also take care not to overprice them – you don't want to discourage potential buyers. Here are some tips to help you along:

Clothing – Ask for 5% to 10% of its original value. If the garment is designer or trendy and in pristine condition, feel free to price it a little higher.

Shoes – Ask for 10% to 15% of its original value. Leave out any ratty old shoes, they will reflect poorly on your sale even if all your other items are in great condition.

Electronics – Ask for up to 50% of its original value, depending on how relevant the technology still is. Make sure it works and keep an extension cord on hand for buyers to test it out.

Sporting goods – Ask for 20% to 30% of its original value, depending on condition and age.



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Step 8: Don't forget the change

A day or two before your sale, pick up some rolls of coins from the bank. The more change you have, the better – you'll be surprised how fast it goes! Make sure you have some CCS donation forms on hand as well, so if someone makes a cash or cheque donation, we get all the information we need to issue them a tax receipt. At the end of the day, simply send in the completed donation forms and donations and we'll take it from there. Please note that buyers are not eligible to receive a tax receipt.

Step 9: On May 27, start yardsaling!

On sale day, greet shoppers with a quick hello or a smile. Be visible and available for questions, but don't hover. If a buyer asks you for a better deal, remind them that this is a charity yard sale and their money is going towards a great cause. Don't feel pressured to drop prices early in the day because the items that you have then are the cream of the crop! If you plan on dropping prices later on in the day, keep it a secret or people might hold off for a better deal.

Step 10: Clean up and celebrate

When the day is done, make sure to send your funds back to CCS. You can find out how to do so [on our donation page](#). Then it's time to figure out what to do with the items that didn't sell. Don't want to hang onto them? Arrange for another charity to come pick them up, or drop them off at a local shelter. If you live in a busy neighbourhood, consider putting what's left in a "Free" box outside your home where people can see it. Or pack it in and save what's left for next year's sale! Whatever you do, don't forget to reward yourself for a job well done. And what better way to celebrate than a potluck with all the people who helped make your day such a huge success?