



**CHOOSE
TO REUSE**

21 + 22 • OCT • 2017

HOW-TO GUIDE

FOR COMMUNITY
GROUPS & CHARITIES

WHAT IS GARAGE SALE TRAIL?

Garage Sale Trail is a weekend long festival of garage sales that happens in communities across the country on Saturday 21 and Sunday 22 October 2017.

It's free for everyone to participate and is fast becoming a national movement that sees thousands of reuse-loving Aussies come together on one weekend to clear out their old stuff, find treasure, meet the neighbours and have some fun.

Made possible by local councils and 350,000 Australians just like you, it's good for the planet, good for the community and good for you.

**PUT YOUR SALE ON THE TRAIL
FOR FREE AND FUNDRAISE AT:**

www.garagesaletrail.com.au



10,000+
GARAGE SALES
ACROSS THE NATION



350,000+
AUSTRALIAN SELLERS
AND SHOPPERS



\$1 million
RAISED FOR CHARITIES
AND LOCAL CAUSES



2.2 million
ITEMS LISTED
FOR REUSE

CHOOSE TO REUSE

- Sure, recycling is great but reusing stuff you no longer want is even better. It extends the life and value of the stuff we buy and takes pressure off the planet's precious resources.
- Together with you and the local councils of Australia, our goal is to see over 2 million pre-loved items listed for reuse at garage sales over one weekend this October and beyond online with eBay.

HOW IT WORKS

- Your local council makes Garage Sale Trail happen locally
- You register your sale for free at garagesaletrail.com.au, get your very own sale page and access to tips, tricks and promotional materials to help you be successful
- Shoppers, bargain hunters and treasure seekers search the website for sales and items of interest
- Sellers and shoppers connect over one big weekend of garage sales in communities right across Australia (Sat 21 and Sun 22 Oct 2017)
- Preloved items find a new home, friendships are forged and funds are raised for great causes and charities right across Australia

WHY GET INVOLVED?

Community groups and charities get involved to:

- fundraise, on average community groups make between \$650 and \$1,500 on the day
- clear out old stock
- raise your community groups profile amongst your local community
- engage your members and recruit new members
- do something positive for our communities and the planet we share
- be part of a national movement and have a little fun!

The first 1,250 sellers to register before Friday 15 September will receive a

FREE GARAGE SALE TRAIL SELLER PACK*

featuring posters, flyers and everything you need to ensure your garage sale is a triumph!

WHAT WE PROVIDE



A dedicated sale page just for you on the garagesaletrail.com.au website.

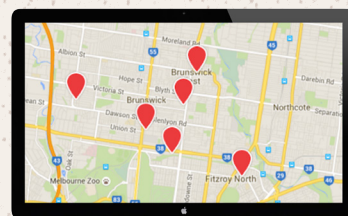
The most successful sales have fun & quirky names, intriguing descriptions of what's on offer and plenty of photos. In 2016 the website was viewed over 2.2 million times. That's a whole lotta eyes checking out your stuff!



A three-month media campaign that gets the nation ready to bargain hunt. From national news stories to stories in your local rag and on radio, we'll do our best to bring in the shoppers.



Register your sale to access free posters, flyers, how to guides and social media tools to help you promote your sale and take you on the path to garage sale glory!



An interactive map that allows shoppers to find your sale



Be part of a national movement that's making a difference. Last year over a million items were reused on just one day!

*First 1,250 sales registered before Friday 15 September. Participating council areas only.

SEVEN STEPS TO GARAGE SALE SUCCESS

WE'VE LEARNT A THING OR TWO ABOUT GARAGE SALES OVER THE LAST SEVEN YEARS. HERE IS OUR SELECTION OF TOP TIPS TO ENSURE YOUR SUCCESS ON THE DAY AND AFTER...

STEP 1



REGISTER

Register early at garagesaletrail.com.au to get a FREE Garage Sale Trail seller pack crammed full of posters and other materials to help you be successful*

ADD PHOTOS

Add a cover image and photos of your stuff!
Sales with photos get heaps more views



STEP 2

STEP 3



SHARE

Share your sale on social media once a week until sale day. Social media posts = shoppers so log into the website and check out the tips and posts provided online in your Seller Dashboard

INVITE

Download the invite template provided when you log into your Seller Dashboard at garagesaletrail.com.au and hand out to friends, family & neighbours



STEP 4

STEP 5



GET CREATIVE

Make your sale the best on the block! Choose a theme, get the music right and get creative with your set-up

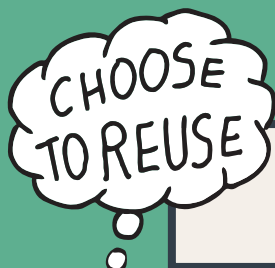
SIGNAGE

Promote your sale using the posters provided on your Seller Dashboard



STEP 6

STEP 7



REUSE AGAIN

If you don't sell everything on the day we'll make it easy for you to find a new home for by selling them on eBay with special offers or through your local council services. Check out the reuse directory we've created for you on your Dashboard

WATCH OUT FOR EMAILS FROM GARAGE SALE TRAIL IN THE LEAD UP TO THE EVENT WITH LOTS MORE HANDY TIPS TO MAKE YOUR SALE IMPOSSIBLE TO WALK PAST

SUCCESSFUL GROUP SALE EXAMPLES



TELL ONE TELL ALL

Youth Projects raised money for support and education for the homeless youth in Melbourne. They hosted a shoe sale, selling over 500 pairs of donated shoes, to raise money for their cause. They've participated two years running, and use Garage Sale Trail as a way to generate media and raise funds and create a conversation about the issue in their community.



THE ABC'S OF SUSTAINABILITY

Waterford Preschool wanted to raise money for an underprivileged community in India, to buy books and basic supplies for the kids who live there. They used word of mouth and asked parents and neighbours to participate in the Garage Sale Trail. On the day they sold everything from baby clothes and toys to cakes and oldstock from Waverley Library. They raised over \$2000 (double the amount of money they expected) for the Indian community and made the front page of the local newspaper. They also used the day to teach the kids about recycling and reuse.



THE MORE THE MERRIER

Wyndham Park Community Hub hosted a huge car boot sale with over 100 stalls available. The hub included Wyndham Park Community Centre, Glen Orden Spots club, The Werribee Mens Shed, The Smith Family, The Heathdale Kindergarten, Maternal Child Health Service and the Wyndham Park Primary School. The hub charged \$10 per car for anybody interested in having a stall and free entry for browsers and buyers.



NEXT STEPS

Garage Sale Trail is on Sat 21 and Sun 22 October 2017
Registration opens 10 August 2017.
To get the most up to date information, check out: www.garagesaletrail.com.au

CONTACT

✉ **EMAIL:** CONTACTUS@GARAGESALETRAIL.COM.AU
🌐 **WEBSITE:** WWW.GARAGESALETRAIL.COM.AU
📘 **FACEBOOK:** FACEBOOK.COM/GARAGESALETRAIL
🐦 **TWITTER:** TWITTER.COM/GARAGESALETRAIL
📷 **INSTAGRAM:** INSTAGRAM.COM/GARAGESALETRAIL

#garagesaletrail