

# GARAGE SALES

## Holding an Adoption Fundraiser

Adoption is a critical and loving way to build your family.

But it can be expensive, costing upwards of \$30,000 or even more for a family to be matched with a child. Many families hoping to adopt a child turn to garage sales to help raise the money they need.

### MAKE A PLAN

If there's another community event going on near your home, see if you can add your sale to the festivities. It could be a local fair, a community wide garage sale or a neighborhood fun day.

### SOLICIT DONATIONS

Turn to your friends and family and ask for donations of things that tend to sell quickly in your area. Some popular items may be baby clothes, toys and furniture. You can also ask for donations of baked goods for an add-on bake sale to raise even more money. Also turn to local businesses for donations of goods, services or gift certificates. You



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can sell them as part of your sale or hold a silent auction to raise more money.

### ASK FOR HELP

In addition to donations for the sale, ask for some extra help. This is likely to be larger than your average garage sale, so you'll need help setting up, making sales and loading up purchases. For a bonus, see if you can get friends and family with trucks to set up a deliv-

ery service. Ask churches and other organizations around town if you can borrow or rent tables, chairs and other goods for your sale.

### ADVERTISE

Turn to the tried-and-true newspaper and social media to advertise your sale. In addition to the basics of address and types of goods you'll have available, make sure you mention that your family's raising

money for an adoption. It may attract shoppers who sympathize with your plight.

### TAKE CARDS

Order a Square reader or download one of the many apps you can use for money transfers and expand your sales. People just driving by won't have to get cash to pop into your sale. They can just shop and swipe. It makes it easier and easier leads

to more sales.

### PUT OUT A DONATION JAR

Tell your story on a poster or presentation board, then put out a jar for donations. You'll be surprised how much people will be moved to give.

### HOST A PRE-SALE

Have friends, family, church members and neighbors come look through the donations before you've even sorted them. Or make it a bigger event and charge an extra fee for the privilege of being an early bird.

### DODGE THE WEATHER

If you can, find an indoor space to hold your sale. It's a little more work, but it'll pay off if your sale day dawns cloudy and rainy or scorching hot. Shopping in comfort means people stay longer and spend more money.

### HAVE A PLAN FOR LEFTOVERS

With such a large sale, you can really adopt an everything-must-go attitude and slash prices and make deals for days. But, in the end, you're bound to have some things people just didn't take. Have a plan before you start to have a charity organization come pick it up or have friends help you take it to a donation bin or a Dumpster.

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### SELLER'S TIP

#### Make Your Cause Known

Make sure shoppers know for sure that they're shopping for a cause. Put your fundraiser's name on your signage, advertisements and around your sale.

## AD SPACE