



SELLERS HOW-TO GUIDE SCHOOLS



WHAT IS GARAGE SALE TRAIL?

IT'S GARAGE SALES ON ONE BIG DAY RIGHT ACROSS THE COUNTRY!

Garage Sale Trail is about re-using great stuff, helping people think differently about waste, meeting your neighbours, stimulating local economies, and providing an awesome platform for fundraising. All made possible by your local council.


8,000+
GARAGE SALES


350,000+
PEOPLE


150+
COUNCIL AREAS
PARTICIPATING

THE
AVERAGE
SCHOOL MAKES



WHAT'S IN IT FOR SCHOOLS?

Garage Sale Trail is about re-using great stuff, reducing waste to landfill, meeting the neighbours, inspiring creativity, stimulating local economies, and providing an awesome platform for fundraising. All with the support of participating local councils.

HOW DO SCHOOLS GET INVOLVED?

You can register your school sale for free online from 10 August – 24 August at www.garagesaletrail.com.au

Simply click on the Register a Sale button and follow the prompts to register a GROUP SALE. During registration you'll be asked to give your school sale a fun name, list the numbers of stallholders you expect and upload 5 photos of stallholders or items.

Once registered you get a personalised school sale page, pinned to a national map for everyone to see and a full suite of ready-to-print materials to promote your school sale.



DE-CLUTTER



MAKE MONEY



ENGAGE THE
COMMUNITY
AND HAVE FUN



JOIN A NATIONAL
MOVEMENT

Need new whiteboards or playground equipment? Whatever your goal, use Garage Sale to raise the money needed – sell old stuff, sell new stuff, sell anything... and it's **FREE TO PARTICIPATE!**

REGISTRATION OPENS 10 AUGUST 2015 AT GARAGESALETRAIL.COM.AU

WHAT YOUR COUNCIL MAKES HAPPEN



ONLINE DASHBOARD

Thanks to your Council when you register you get;

- A personalised sale page on the national website where you can showcase what you will have for sale on the day and upload information about yourself, who you are selling with and what cause you might be selling for.
- Pinned to a searchable and interactive national map.
- A suite of posters and flyers on your dashboard for you to download to promote your sale locally.



SELLER KITS

The first 2500 sellers registered before **25 September** will receive ;

- A printed seller kit containing posters, flyers and information to help you promote your sale locally.

But don't worry, if you miss out on the printed kit you can still download all of the same materials from your dashboard.

WHAT YOU DO

REGISTER YOUR SALE

- 1 jump onto www.garagesaletrail.com.au from 10 August and register your sale
- 2 Give your sale a fun name and include the school name in it
- 3 Upload 5 of your very best item photos to showcase to potential shoppers
- 4 Let people know what else is happening at your garage sale, maybe some music or a theme or whatever is going on that will get people there. It's a community event after all so don't be shy.
- 5 If its a group sale invite others to join as sellers and get parents and neighbours involved. The website makes that easy.

PROMOTE YOUR SALE

We run a campaign to promote the program nationally, but the really successful sellers get their hands dirty too. We provide the tools and materials so you can:

- 1 Tell parents, the kids and anyone in your school network
- 2 Put up posters around the neighbourhood; or make your own;
- 3 Post and update information about your sale (including lots of images) on your seller page;
- 4 Use social media and newsletters to tell everyone the details of your sale;
- 5 Contact your local community newspaper - they love a school garage sale

ON THE DAY - 24 OCTOBER

Make your sale impossible to walk past with a few easy tips.

- 1 Display all your great stuff together.
- 2 Think about bargain bins and create irresistible deals.
- 3 Think what else you can do to attract attention. Dress up? Facepainting? The only limit is your imagination.
- 4 Most importantly have fun!

THE MOST SUCCESSFUL SALES HAVE:

- An awesome, creative sale name.
- Attractive pictures of items on the website and an eye-catching cover image.
- Cool wares and quirky stuff.
- Good promotion via word of mouth, social media and local advertising.



Attractive pictures of sale items



Creative sale name

Eye-catching cover image



WHAT SCHOOLS HAVE DONE PREVIOUSLY



BRIGHTON SECONDARY COLLEGE - VIC

A+ FOR EFFORT

A student who was the head of the 'Keep Australia Beautiful Taskforce Committee' at her school organised a sale with over 70+ stalls. There was a little bit of everything from secondhand clothes, shoes, accessories, bric-a-brac and lots more, plus a sausage sizzle and bake sale. The local council also got involved, hosting two upcycling workshops showing how unwanted items can be given new life, and a bargain-hunters breakfast. The funds raised were used to buy sensory toys and items for children in the Monash Children's 'Early in Life' Mental Health Program.

GET THE WHOLE SCHOOL INVOLVED



A "GIANT" SUCCESS

Dural Public School teamed up with the head coach of the Greater Western Sydney Giants' to join the Garage Sale Trail and encourage local residents to reuse, reduce and recycle. For sale were books, clothes, shoes, sporting goods, with live music and a sausage sizzle to make the day. The event was a huge success with funds raised for the school and a number of charities. Hills Shire Mayor Michelle Byrne made a star appearance to cut the Garage Sale Trail cake.



TWO LOCAL AMBASSADORS RECRUITED



DURAL PUBLIC SCHOOL - NSW



WATERFORD PRE-SCHOOL - NSW

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. They also used the day to teach the kids about recycling and reuse.

OVER \$2000 FUNDRAISED



NEXT STEPS



Sale registration opens 10 August 2015.
To get the most up to date information, check out: garagesaletrail.com.au and sign up to our Trail Mail.

CONTACT

- EMAIL: CONTACTUS@GARAGESALETRAIL.COM.AU
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- TWITTER: [TWITTER.COM/GARAGESALETRAIL](https://twitter.com/GARAGESALETRAIL)
- INSTAGRAM: [INSTAGRAM.COM/GARAGESALETRAIL](https://www.instagram.com/GARAGESALETRAIL)

OVER 100 SCHOOLS TOOK PART ON THE DAY LIKE THIS!



KINDERGARTEN AND CHILD CARE



PRIMARY SCHOOLS

BEST SALE
NAMES:

- COLAC PRIMARY SCHOOL
- TALLY - HO PRESCHOOL SALE
- LET'S BUILD A SCHOOL FONDRAISER
- READING, WRITING & REUSE
- SPIRIT OF PLAY
- CLYDE STREET FAMILY & FRIENDS BONANZA



HIGH SCHOOLS

WHAT YOU GET



A PERSONALISED
SALE PAGE FOR THE
WORLD TO SEE.



PINNED TO A
NATIONAL MAP FOR
PEOPLE TO SEARCH
AND EXPLORE.



FREE POSTERS AND
FLYERS TO PROMOTE
YOUR SCHOOL SALE
FAR AND WIDE.