

GARAGE SALES



Thank you for your interest in fundraising for Cleaning for a Reason!
Cleaning for a Reason is a 501(c)(3) nonprofit organization that offers free home cleaning to cancer patients in the United States and Canada. Our goal is to remove the burden of cleaning and allow those recovering from surgery, in active treatment, or in hospice to focus on their health and spending valuable time with loved ones.

This Garage Sales guide will provide you with ideas, information, setup instructions, and templates you can adjust for promoting your fundraiser.

Spring Cleaning for a Reason Garage Sale

By hosting a Spring *Cleaning for a Reason* garage sale, sometimes called a 'Name Your Price' sale, you can raise money for a worthy cause while providing an opportunity for people to declutter and find new homes for their unwanted items. By passing out information about *Cleaning for a Reason*, you can educate people about the cause and encourage them to donate. The sale is usually held in someone's garage, driveway, or yard, but it can also be held at a community center or church.

Involving family, friends, and clients in the event by asking them to bring items to be sold and encouraging them to donate items they no longer need can also help in increasing the turnout and the amount of money raised. By adding refreshment options such as water, beverages, cookies, popcorn and/or hotdogs, you can donate the proceeds to help reach your fundraising goal.

While we call it a Spring *Cleaning for a Reason* Garage sale, these can take place any time of year!

Set Up

1. Set a date and location – these sales can be in your yard or garage, or hosted at a local community center, church, etc.
2. Notify your coworkers, friends and family of the sale and ask them to donate and drop off items before the sale. Spread the word far and wide to ensure you have plenty of items for the sale!
3. Set up your pricing structure. You may have tables that signify a certain amount like \$1 or \$5 per item, offer bags for shoppers to fill for \$5 or \$10, or you may make the entire sale a 'name your price sale' – whatever you feel will make the most for *Cleaning for a Reason*! You may also consider pricing higher-ticket items strategically to ensure you raise the most possible for cancer patients.
4. Be sure to have a table set up for payment and include *Cleaning for a Reason* information, flyers and a QR code to accept donations to your Click and Pledge fundraiser, and a jar for cash donations (instructions to set these up on page 3).

Once you have the sale set up, be sure to add it to the *Cleaning for a Reason* calendar by sending the information to info@cleaningforareason.org.

Promotion

Utilize your social media pages and word of mouth to promote your sale. You may also consider creating and printing out flyers to put up at your church, library or convenience store.

Sample Social Media Post:

Join us on [DATE] at [TIMEFRAME] for a Spring *Cleaning for a Reason* Sale! Hosted at [LOCATION/ ADDRESS], the numerous items up for grabs will be [PRICING STRUCTURE]! All money made will go directly to @cleaningforareason to further their mission of providing clean, safe homes for cancer patients. #CleaningforaReason

[Flyer Template](#) – be sure to update with your event information and your Click and Pledge QR Code!

Media Attendance Request Template:

<<Media Organization>>

<<Contact Name>>

Dear <<Contact first name>>,

I'd like to share with you an upcoming event for charity: a Spring-Cleaning Garage Sale in honor of *Cleaning for a Reason*. On <DATE>, <LOCATION> will host the sale of donated items to raise funds and awareness.

Donations collected will directly benefit *Cleaning for a Reason's* mission of providing clean, safe homes for patients across the US and Canada who are battling cancer. We have a goal to raise <AMOUNT>!

Please join us at <TIME>, at <ADDRESS> to learn more about our efforts and *Cleaning for a Reason*!

ABOUT CLEANING FOR A REASON

Cleaning for a Reason is a nonprofit that partners with more than 1,400 residential cleaners throughout the United States and Canada to offer free house cleaning to any household battling a cancer diagnosis. Since its founding in 2006, the nonprofit and its partners have donated more than \$23 million in free services, helping more than over 65,000 cancer patients. In 2017, *Cleaning for a Reason* was adopted by ISSA Charities, the charitable arm of ISSA, the worldwide cleaning industry association. You can learn more about *Cleaning for a Reason* at cleaningforareason.org.

Warm regards,

<<Your Name>>

<<Title>>>

<<Organization>>

<<Phone, email address>