

*Give  
Shop*

Virtual Garage Sale  
Step-by-Step Guide  
for Success

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# Getting Started: Welcome

Thank you for organizing a Virtual Garage Sale fundraiser using the GiveShop marketplace!


We both share a common goal of wanting to effect positive change and make a difference in our communities. Now more than ever, charities and not-for-profit organizations need out support. By capitalizing on the secondhand market, we can translate the vast number of unused items gathering dust in people’s basements, attics, closets and storage units into dollars and cents to help those in need.

To ensure your fundraising efforts with GiveShop are a success, we have put together this simple step-by-step guide to support you.




***As always, your GiveShop Representative is available to answer any questions you may have. Please don’t hesitate to reach out anytime!***

## Great Glebe Garage Sale – Virtual Edition




GLEBE COMMUNITY ASSOCIATION



the  
glebe

in Support of



Ottawa Food Bank  
La Banque d’Alimentation d’Ottawa

Enabled by the GiveShop Marketplace

**What:**  
The Great Glebe Garage Sale is going online with a virtual garage sale to sell your stuff and benefit the Ottawa Food Bank. Sale proceeds go to Ottawa Food Bank, and you receive a charitable tax receipt.



**Goal:**  
To make up for the lost contribution to the Ottawa Food Bank resulting from the cancellation of this year’s Great Glebe Garage Sale.


**How:**  
Using the GiveShop App, Glebe residents are encouraged to donate and buy gently used items, with proceeds going to the Ottawa Food Bank.

**When:**  
Monday, June 20 through to Monday, September 7.

**Anything Else?**  
Find detailed step-by-step tips on how to use the GiveShop App on the Glebe Community Association website ([www.glebeca.ca](http://www.glebeca.ca)).

**Need More Information:**  
To find out more about GiveShop, visit [www.giveshop.ca](http://www.giveshop.ca) or download the app for FREE at:





**GiveShop** AN ONLINE MARKETPLACE  
FOR IN-KIND GIVING AND  
CHARITY FRIENDLY SHOPPING



Getting Started

# Getting Started

Here is what your GiveShop representative will need to know to get you started:

**A) Select the charity you would like to support:**

You can see a full listing of the participating charities on our website at [giveshop.ca](https://giveshop.ca)

**B) Decide if you will be running a team driven event:**

We hope you do because friendly competition between teams will boost your fundraisers' success and raise the fun factor of your event. For team-driven events, please let us know the team names you would like to set up on the marketplace.

**C) What is your fundraising goal?:**

Our rule of thumb is that two-thirds of employees will participate and sell an item at an average value of \$50. You can use this formula to calculate a fundraising goal for your group. Dream Big!

**D) Fundraiser kickoff date and duration:**

We can get your event up and running within a week's notice and suggest running your garage sale for a period of six to eight weeks.

Let us know your desired start and end date, and we'll get you up and running in no time flat!

**E) Team incentives:**

We've found that some form of incentive to encourage your team can go a long way. It could be the promise of a team lunch to wrap up your fundraiser and celebrate or a gift card to top fundraisers or the winning team. Some organizations have even agreed to match the dollars raised. What type of incentive makes sense for your team?

Once your GiveShop Representative has all of this information in hand, they will get your event set up on the GiveShop app and will even produce a nicely branded poster to help promote your Virtual Garage Sale!





## A Step-by-Step Guide

# A Step-by-Step Guide

Now that you have established the parameters of your Virtual Garage Sale (VGS), it is time to kick off your fundraiser! Key success factors of your Virtual Garage Sale include effective and consistent promotion of your event, senior management engagement, friendly team competition, and team incentives.

**Getting the word out far and wide through your employees, customers, suppliers, friends, family and social media channels will help ensure your VGS is a big success!**

1

Kick-off your event by having members of your leadership team download the app and post items for sale on the marketplace.

2

Consider selling no longer needed company office equipment and technology on the GiveShop marketplace.



3

We have developed a **Staff Kick-Off Email** template to help you announce the fundraiser to your team. Invite them to download the GiveShop app and post or buy an item in support of your Virtual Garage Sale.

4

Engaging senior management in your VGS is key! Ask your management team to use the app's share functionality when posting their items as a means to encourage others on your team to do the same.

5

Reach out to your networks (suppliers, customers, friends and family) to announce your Virtual Garage Sale and ask for their support.





# A Step-by-Step Guide

**6** Continue to promote your Virtual Garage Sale at staff meetings and through company-wide email communications. Regular staff communication will be important to the success of your VGS.

**7** We have developed a **Progress Update Email** to help you with this communication and your GiveShop Rep. will provide you with stats like how many people have downloaded the app, how many items have been posted/sold, and which teams are in the lead (if you are running a team based fundraiser).

**8** Share and promote your campaign on social media as much as you can! Check out our **Social Media Guide** for tips on how to effectively promote your fundraiser on Facebook, Twitter, Instagram and LinkedIn.



**9** Wrap-up and celebrate your fundraising campaign! Share campaign results, including proceeds raised for your chosen charity. Take the time to reward participants and recognize top fundraisers. Check-out our **Fundraiser Wrap-Up Email** and use it to communicate campaign success to all staff. We would love to present your team with our **BIG CHEQUE** to celebrate your success!

**Please note**, once your VGS has come to an end, any team member who set up an account will continue to be active on the app. Items they have posted will also remain on the marketplace in support of your group's charity. Should they wish to update the benefiting charity or remove the item from the market, they can do so under the app's **"MyGiveShop"** tab.

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**We're thrilled to have you join the GiveShop movement, and we invite you to contact us with any questions you may have over the course of your fundraiser. Have a great VGS!"**





Virtual Garage Sale  
Communication Tools

# Virtual Garage Sale Communication Tools

The following is a summary of all the tools that are available to you during your VGS campaign:

## Social Media Guide

Check-out our **Social Media Guide** for tips on how to effectively promote your fundraiser on Facebook, Twitter, Instagram and LinkedIn using GiveShop's social media handles and hashtags.



## Social Assets

GiveShop has created a number of social media graphics and sample post copy, which you can use to help spread the word about your campaign. The more people that know about your Virtual Garage Sale will increase the opportunity for your teams' items to be sold!



## Virtual Garage Sale Poster

Your **VGS Poster** contains pertinent details about your fundraiser. The poster can be easily printed and posted around your office or sent in an email as an attachment.



# Virtual Garage Sale Communication Tools

## **Fundraiser Kickoff Email**

The **Fundraiser Kickoff Email** can be used to announce and inform your team about your upcoming VGS. Review the copy and make the necessary updates for details that are specific to your organization (i.e. launch date, end date, whether there will be a wrap party, prizes, etc.)



## **Fundraiser Progress Update Email**

The **Fundraiser Progress Update Email** will provide your team with an update on how the fundraiser is progressing and act as a gentle reminder to employees who have not yet engaged in the campaign. Your GiveShop Rep. will provide you with key stats about how many items have been posted/sold, and which teams are in the lead (if you are running a team-based fundraiser). Edit the email to input your stats and suit the communication style of your organization.

## **Fundraiser Wrap-Up Email**

Your GiveShop Rep. will reach out to provide you with all of the necessary details for this email, which can be used to wrap-up your fundraiser and communicate campaign success to your team



**If you have further questions about how to use these marketing tools please reach out to your GiveShop Representative for answers.**

**Have a great VGS!**