

Rummage Sale Tricks from April 2014 GBNLC Panel Discussion

Signs

- Green Bay Blue on Holmgren Way is a great place to order signs. Phone: 920.468.7233
- Get plastic signs with honeycomb interior, they last forever
- Sign the perimeter of your neighborhood association
- Use large arrows instead of specific addresses
- The week beforehand, put a sign in each yard that is having a rummage sale
- Do not put dates on signs, put “this coming Saturday/Sunday” to be able to use them for every sale

Other Marketing

- Craigslist
- Press Gazette/Press Gazette Online
- News release to radio stations
- Post in rummage sale groups/blogs
- Rummage sale apps

Scheduling

- Contact realtors and encourage open houses that day
- Sales tend to be more successful when held earlier in the month

Fundraising

- Have a brat fry that is centrally located in the neighborhood, use proceeds as a neighborhood fundraiser
- In a newsletter, let neighbors know if they have items they do not want and do not want to have a rummage sale, to drop them off at a specific location. Have proceeds go to the neighborhood association
- Have a registration fee for houses participating in rummage sale
- Ask for a percentage or donation of everyone’s profits to go toward neighborhood association

Newsletters

- Advertise in your newsletter

- Have a cut-off portion in your newsletter to be returned to a certain address, asking for addresses that would like to participate in the sale and the type of items that will be sold
- Have neighbors/homes that would like to be a part of the rummage sale call a designated neighborhood association member to register

Day of

- Have maps of the homes participating, give out at a brat fry
- Price items half of what a thrift store would price
- Call the parks department to make sure bathrooms in the park pavilions are open
- Be aware of counterfeit bills, mostly 20's, but 100's are also a red flag
 - Some banks will lend you money markers for a weekend, they are also cheap to purchase

Positives of a neighborhood association rummage sale

- They attract people to the neighborhood
- Gets neighbors to talk to mingle and get to know one another
- Market the neighborhood association, attract new members
- Can serve as a fundraiser