



# THE PROFIT MAKING ELEPHANT

(OTHERWISE KNOWN AS BROCANTE OR GARAGE SALE)



**White Elephant Sales**, where used items are sold to raise money, is a common fundraiser for clubs. But often the lugging of heavy items that may or may not sell and the small amount of money raised can frustrate even the hardest volunteer. Here are some tips to maximize the sales and profits at your club's next White Elephant Event.

- Find a good date and location and then advertise: by word of mouth, through fliers and in all of the free publications that you can find. Target specific groups such as Relocation agents who may know a host of new residents looking for household items. You may pick up new members as well.
- Request quality items from club members. Specify that all items must be in working condition. If you get some real junk that won't sell, you can keep a "free to a good home" box. Think seasonally. If your sale is at Christmas time, ask for games and kids toys. Children can be very persuasive with their parents. Specifically request items that you think will sell. Do you know anyone moving? Personally request them for donations.
- Garage Sale veterans make the best volunteers. They are treasure troves of useful advice and invaluable when it comes to realistic pricing
- Price to sell. Mark each item with a price beforehand. Don't price items too high. Your goal is to get rid of everything by the end of the day. Do you have clothes to sell? Get a rack and hangers or a clothesline and price everything at 1 or 2 \$/€. Customers will be put off by high prices but everyone gets drawn in by a bargain.
- Make it pretty. When sorting items and pricing them before the event, invest in a big roll of cellophane wrap. Make up cellophane sleeves for scarves and jewelry. Clean and polish items to their best appearance. Presentation is everything and your profits will rise accordingly.
- Greet people. Shoppers at your table will be more likely to linger and less shy about asking questions, if you greet them with a friendly, "How do you do".
- Group similar items together. Some buyers may only be looking for specific items. It is easier on them and on you, if you know where things are located. It looks more appealing as well. Arrange clothing by size, and group books, jewelry and dishes. Think of your White Elephant table as a mini department store. Use your downtime to reorganize things during the day of the Sale. It will bring the customers back.
- Position yourself near an electrical outlet. If you are selling electrical items, be prepared to plug them in to show that they work. Keep a heavy duty extension cord handy.
- Giveaway at the end of the day. As time goes on, be creative; offer buy-2-get-1-free specials. During the last hour of the sale, give people bags and tell them that they can fill the bags for 1€. This will help clear out remaining items and you are still making a profit.

The goal of a successful White Elephant Sale should be to sell all of the items by the end of the day. Even if the last minutes of the sale are a virtual giveaway. If the buyer gets a

bargain and you get some money for things that cost the club nothing, it is a win-win situation for everyone.

Follow the **4 P's**:

- **P**ut out the word,
- **P**rice Right,
- **P**ackage well, and ▪ **P**osition properly.



# THE PROFIT MAKING ELEPHANT

Your White Elephant Sale will be fun and you'll enjoy the 5th **P: PROFIT**.



*for The FAWCO Foundation*

You can find other fundraising ideas in your Backing Women Toolkit and at [www.fawcofoundation.com](http://www.fawcofoundation.com).

Have Fun!