





01

Management & Administration of Sale

- Bulk Mailer or Door-to-Door Canvassing of Information (\$500 printing / \$200 Mailing)
- Registering and maintaining list of sellers and addresses
- Producing Map of Home Sales
- Marketing - Facebook, NextDoor, Email, Marketplace Magazine, Craigslist, Local Newspapers
- Judge Carroll Park - Patrol
- Timely removal of marketing materials around town

02

Collecting Junk from the Community to Sell

- Central collection point for storage
- Staff to accept and store donations
- 4 weeks leading up to the day of the Sale
- No large furniture (must be carried easily by one-hand)
- No clothing
- Holiday-specific merchandise discouraged

03

Memorial Day Sale of Collected Junk

- Vehicle and staff to transport from storage to location of the sale
- Tables and chairs
- Ample staff to constantly merchandise and engage with buyers
- Cashier staff
- Concessions (donuts, coffee, hot dogs, soda, water)
- Disposal of the Junk after the sale

04

Collection of Community Sellers' Donations

- Registered addresses are expected to contribute at least 10%
- Clear instructions (deliver to command central, mail, or give online)
- Following up to collect Community Seller's donations (20% did not donate in 2019)



Income & Expense

Expense

Income

| | | | |
|-------------------------------|----------------------|---------------------------|----------------------|
| Judge Carroll Park Translator | \$100 | Front of Theater Sales | \$3300 |
| Printing | \$600 | Neighborhood Donations | \$2400 |
| Postage | \$200 | Food Sales | \$800 |
| Marketing Ads | \$300 | <i>SUBTOTAL</i> | <i>\$6500</i> |
| Concession Supplies | \$400 | | |
| Hauling/Truck | \$300 | Income | \$6500 |
| Storage | \$300 | Expense | -\$2200 |
| <i>TOTAL</i> | <i>\$2200</i> | <i>GRAND TOTAL</i> | <i>\$4300</i> |

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Thank
you!