**Thrift Sale Example Work Plan**

*Take this work plan and edit it to fit your Chapter. Add in person responsible for each task, add other tasks specific to your Chapter, and adjust timeline as needed. For suggestions on creating a work plan, see the Chapter Manual.*

1) Preparation

**TWO-THREE MONTHS BEOFRE**

* Book dates/location
	+ Contact Student Affairs office (or wherever you book space on campus)
	+ Meet with advisor and sign all necessary paperwork
	+ Request tables and chairs (if available)
* Get sponsors
	+ [Sponsorship Resources](http://memberresources.nourish.org/fundraising/)
	+ Nearby restaurants
	+ Clothing shops
	+ Campus offices related to sustainability or green initiatives
* Collect clothes
	+ Gather boxes
		- Collect from nearby stores/restaurants or buy them
		- Could purchase plastic tubs to re-use every year
	+ Make flyers to put on the boxes and describe the collection
		- Include date/time of sale and contact information
	+ Deliver to collection locations - brainstorm where is best on your campus:
		- Campus lost & found
		- Sorority clothing drive
		- Near by Churches
		- Hillel House
		- Dorms – especially in laundry rooms
		- Theater department for old costumes
		- Athletic department, or gym lost and found
	+ Consider other places to collect clothes
		- From members
		- From members’ closets at home
		- From members’ friends on campus or at home
		- Search for good quality, low cost items at thrift stores
		- Search for specific accessories, or supplements to costumes at dollar stores
		- If a themed sale, try to collect clothes on a timeline when people would get rid of those items. For example, collect old Halloween costumes the first few weeks of November, preparing for your costume sale in October of the next year
* **1 WEEK BEFORE**
* Pick up clothes, store in large black garbage bags
	+ Find a storage space: could split up between members or use a garage/storage space
* [Organize volunteer shifts](https://drive.google.com/a/nourish.org/file/d/0B3mU3mZmyCeNRElQRGlMaTRHem8/view), divide up tasks
* Make sure you have all the items needed for the event
	+ 1-2 tables
	+ Table cloths
	+ Hanging racks and hangers
	+ Nourish banner
	+ Flyers and posters with information about Nourish and about prices
	+ Tape
	+ Markers
	+ Balloons/Streamers – to attract customers
	+ Speakers/music – if campus allows it
	+ Small cards and safety pins for pricing
		- It works well to have a small card with the nourish logo, mission and item’s price
	+ Receipts – a quarter sheet flyer with meeting info and thank you from Nourish
	+ Cash box with change (about $100 of $1s and $5s)
	+ Square for credit cards,
* Hold a Chapter working session (make it social, bring food and good music)
	+ Make signs, posters, flyers, A-frames etc
		- 2-3 posters Advertising the Sale
		- 1 poster for each table
		- 1-2 Awareness posters – explain Nourish and give an example of what each item could buy: $1 = x amount of seeds for a Guatemalan farmer, $3 = educational material for one Guatemalan woman,
		- 1-2 clearly explaining the color-coded pricing system
	+ Price all items
		- Group general items into categories, for example $1, $3, $5, and $10 (tailor pricing to your campus)
		- Pin the price/nourish logo card on each item
		- Organize less fancy stuff into boxes/bins and hang nice items
		- Fold and display other clothes on tables organized by price
* **MARKETING**
* *Create a campus specific marketing plan with a timeline and task list for each marketing element*
* Marketing tactics to consider:
* Buy an ad in school newspaper for both donation request and event marketing
* Buy an ad in local paper depending on school location
* Announcements in meetings of other student groups
* Flyers
* Campus event calendars
* Social media: Create Facebook event, change profile pictures, and post on Nourish Twitter and Instagram
* Create a video
* Take photos of members modeling some of the best items and post on social media

Day of marketing to drive customers to the sale

* Music (if campus allows it)
* A-frames
* Posters/Flyers
* Balloons/Streamers
* Volunteers in their Nourish shirts standing in high traffic areas to encourage people to go
* All members and volunteers text friends to come and help create a crowd

**TO DO THE DAY BEFORE**

* Clothes and supplies ready to bring the next morning
* Reminder email/text to all volunteers about schedule and items they are bringing
* **TO DO THE DAY OF**
* Start setting up 1-2 hours before the sale starts
* Move clothes and supplies into cars
* Set-up Tables and Racks
	+ Get tables and chairs delivered (by volunteers or by campus)
* Set up all clothes
	+ Place additional/excess clothes in labeled garbage bags below corresponding tables for easy restocking as supply diminishes
* Set up day off marketing (balloons, posters, A-Frame, music)
* Train all volunteers
* Have point person to deal with questions or problems as they come up

*During the Sale*

* [Sales Tactics](https://drive.google.com/a/nourish.org/file/d/0B3mU3mZmyCeNdFNsZGhBM0JJRHM/view)
* Hand out “receipt” to each customer
* Have awareness table well-stocked with information
* Volunteers in high traffic areas to flyer and direct people to the sale
* Maintain the tables in good condition by folding and restocking often
* Price and display any day-of clothing donations
* If you don’t want have anything left over after the sale, make everything $1 for the last 15 or so minutes to get rid of more clothes (and advertise it as such!)

**TO DO POST-VENTURE**

* Clean-Up
* Deliver tables/chairs back
* Drive all leftover clothes to a near-by thrift store, or decide where to store them for next year’s sale
* Submit all receipts to finance director to be submitted for reimbursement to either school funding board or Nourish National office depending on funding source.
* Hand-written thank you notes to all advisers, donors, and sponsors
* Follow-up Chapter Meeting and Write up on lessons learned and how to improve for next year
* **Past Lessons Learned (from other Chapters)**
* Logistics
	+ Reserve the application longer then you plan to sell, give time for set up and then you can stay open longer if needed
	+ Plan the whole process from a customer’s perspective, how do they arrive, how do they explore, how do they check out
	+ Bring a mirror and create a space for people to try things on
	+ Invest in a hanging rack (cheap on amazon) or see if you can borrow from somewhere on campus, hanging keeps items visual and looking nice
	+ Price items with a neon circle
	+ Have a email sign up list at check out for people to learn more about Nourish and attend the next meeting
	+ Get Nourish team T-Shirts for easy visibility at sale
* Finances
	+ Bring change in a cash box, bring the square (but have a minimum credit card purchase)
	+ Don’t be afraid to price things above $5
	+ You could offer 2 $2 items for $5 to increase sales
* Products
	+ Cheap costumes sell really well, consider going to other thrift stores or dollar stores to purchase things to supplement what is donated
	+ It’s great to offer a free item with a certain amount purchase. UCLA gets donated tote bags and gives them away free with a $20 purchase
	+ Quality is key – price high quality items higher
	+ Do clothing drive earlier or do two drives (if storage isn’t an issue) so more  quality items can be collected