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## HOW TO SELL SOMETHING

Hopefully you have an idea of what you'd like to sell and perhaps you already have an audience and a place to sell your goods. This guide is here to help you to plan and create a successful fundraiser, from start to finish.

Maybe you want to do a local car boot sale to clear out your clutter, or perhaps you're making and selling jewellery, or holding an auction of promises. Whether you're looking to raise money through selling goods or services, there are a few things you'll need to put in place.

### Decide what to sell

If you already know the type of event you want to hold, that's fantastic! If not, we've put together some ideas, which you can find in your fundraiser pack online.

*The money you raise will help us to provide emergency shelter, tools and other essentials to families in desperate need.*

### Set a budget

Are there any set-up costs you need to consider? Stall hire? Setting a budget and prices for the things you're selling is the next task. If you are covering costs from donations, specify what percentage of donations will go to ShelterBox. As this is a charity sale you can only ask for a suggested donation not a fixed price. While you're dealing with the money side of things, it's also a good time to think about how much you might make — and **set yourself a fundraising target.**

### Choose a date and time

Assuming you are setting up a stall, find out where your local boot sale or market is, and when it is held. Make sure you visit first to find out what it's like. Thinking of selling online? Amazon and eBay have sellers guides for charity sales.

**Tshamaya is from Koghum in Nigeria where he worked as a trader providing for his family.**

In December 2012 they were forced to flee from Boko Haram who attacked their village.

Tshamaya and his family now live in Minawao camp in Cameroon in an emergency shelter provided by ShelterBox and our partner IEDA relief. They told us that if it wasn't for health challenges their life would be almost peaceful. After receiving a water filter and training on its use from ShelterBox and IEDA Relief, Tshamaya and his family stopped feeling the physical pains that they had before. The filter now gives them good quality water to drink.

*“ Since we started using the filter that we received, nobody complained again of stomach ache.*

You'll find templates and promotional materials in your fundraiser pack



Every year Wendy Perry opens her garden to sell beautiful Hellebore flowers and scrumptious cream teas in memory of her daughter.

## TELLING EVERYONE

Getting the word out about what you're selling is an important part of the process — there's no point having amazing things available if no one's around to buy them. Start by spending time thinking about who your audience are and then write down all the places they could find out about what you're doing.

### Here are some ideas to consider:

- Create posters and/or flyers for cafes, schools, churches, meeting places etc.
- Make an online fundraiser page and invite friends via social media and email
- Ask local businesses and organisations to share and publicise your sale on their social media accounts (don't forget your venue!)
- Send a press release to local media
- Share via newsletter mailouts, Facebook, WhatsApp, or any community groups you're in

## CHECKING THE LEGAL DOCUMENT

There are a few legal factors you need to be aware of around selling different items, insurance, raffles, and handling money. The legal help sheet in your fundraising pack should help you out with most things but give us a call using the details at the bottom of the sheet if you have any questions.

## COMPLETE THE SALES

Whether it's all happening in one day or you're setting up a regular stall, it's now time to pull everything together. Remember to leave lots of space between items. ShelterBox colours are green and white, which is always eye-catching. You can find branded price tags in your fundraiser pack, and if you need any leaflets, please get in touch, so your customers know exactly where their money will go.

## THANKING YOUR SUPPORTERS

You don't need us to remind you to thank each customer, but explain to them what they've given their money towards and maybe offer a leaflet or some information on the families we have helped. Once you're done (or after a milestone amount has been reached) reveal what you have raised via social media, a framed graphic on your stall or - if it's really impressive - via the local press.

*We'd love to see your photos, so make sure to send them in or tag us on Facebook, Twitter or Instagram with #TeamShelterBox*

## TRANSFERRING THE FUNDS

When you've held your sale and raised vital funds for ShelterBox, the only thing left to do is to send the money to us. Remember, any amount makes a difference. There are lots of ways to pay:



PAYPAL



PHONE



POST



BANK TRANSFER

**DON'T FORGET** TO SEND IN ANY GIFT AID ENVELOPES YOU HAVE COLLECTED BUT REMEMBER WE CAN'T CLAIM GIFT AID ON THE TOTAL YOU HAVE RAISED AS IT ONLY APPLIES TO INDIVIDUAL DONATIONS.

*Need more help or have a specific question?*

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**TAG US IN YOUR PHOTOS  
#TEAMSHELTERBOX**

