

WUHCA Garage Sale Report 2015

Advertising:

- Kijiji Ad placed (\$10.50) (Cassandra Williamson to be reimbursed)
- StarPhoenix Ad placed (\$28.35) May 6-8/15 (Cassandra Williamson to be reimbursed)
- 2 Magnetic Signs around community (\$342.00) (Send cheques directly to Magnetic Signs)
 - 2 signs for 4 weeks located at Stensrud and Greaves, and by the firehall on Attridge. These signs also advertised for the Earth Day clean up on April 22nd, budget item for both events.
- Garage Sale Directory & Labelled Map Posted on wuhca.ca & FB page (\$0)
 - Offered inclusion to existing WUHCA members
 - Reminder email sent to participants from 2014
 - 30 total participants, 1 of which could not be confirmed on membership list
 - 1 family purchased a membership specifically to be listed
 - 1 message on FB page voicing frustration that sale was not on May long weekend. Suggested FB page is a great resource for upcoming events, as well as wuhca.ca. Same community member seen to have held sale regardless on May 7,8,9.
 - Overall seen as successful method of advertising

Engagement:

- Over 60 maps handed out at SW's sale. Many declined, as had phone with map.
- Many different groups shopped sales. Many came from other parts of the city, and from out of town. WG/UH residents given WUHCA fridge magnet.
- Most appreciative of organization and Scouts fund raiser BBQ in WG School parking lot was well received.

Left over item pick up:

- Community living idea was well received. Not sure of actual use, # of pick ups on Monday 11th.
- Diabetes contacted CW through Kijiji and their information was posted on FB after CL deadline.
- Public health baby immunization clinic at St. Thomas Wesley church (20th & H) Wednesdays 1-3:30pm accepts donations of baby clothes/toys essentials for inner city community members who attend. Program is run by RNs through Our Neighbourhood Health Clinic (306) 655-4950.

Ideas for next time:

- Signs with our logo on them provided to each family that registers with directory
- Business sponsors for labels or cash boxes/tupperware to provide members for repeated use
- Distribute WUHCA business cards to have at sales (even just participating execs)
- One family suggested a folkfest type passport to encourage viewing of each registered sale. Prize draw for completed passports (2014). Not logistically feasible this year.
- Could combine with block party event for increased participation.