Sale Tips from Consignment Sale Hosts around the country:

“Order early and have help unpacking and displaying.” – Donna, New York

“Order online because it will show “sold out” inventory. Promote sale at least 3 weeks prior.” – Monica, California

“Have your sale close to Christmas, hand pick your orders, have a group and break-up duties, offer after sales at bible studies and meetings the week following the sale.” – Kerri, Texas

“Found varying heights (boxes under cloth) helped customers and helped sales personnel greatly.” – Rachel, Minnesota

“Be sure to educate people about this sale and why it is so very important.” – James, Wisconsin

“Make sure you can sell all or almost all of the items in order to keep returns at a minimum.” – Denise, California

“We displayed the jewelry on black velvet and added our own larger tags describing the item with prices.” – Margaret, Pennsylvania

“Don’t be afraid to order chocolate – it is one of the first items to go!” – Sherry, Kansas

“Advertise!” – Susan, New York

“Advertise as much as possible (ie, PSAs, posters, newspapers, etc).” – Faith, Pennsylvania

“Advertise!! I have a banner in front of church announcing the sale, posters everywhere, social media.” – Cindy, Pennsylvania

“Advertise with exact words like ‘jewelry, baskets, etc’. ” – Linda, North Carolina

“Do lots of publicity! We used the posters, bulletin inserts (3 weeks), and numerous newsletter articles, plus social media. Word of mouth, also! Spread the word!” – Donna, Pennsylvania

“Good publicity ahead of sale and fully communicate nature and purpose of this sale.” – Anonymous

“Have several volunteers help choose items to order. Use internet notification to neighborhood groups for publicity. Contact area TV stations with a “hook” such as the recent stories of Central American children coming to US to say how events such as yours can help families in these countries. Be professional in arranging displays--notice how items are arranged at retail stores and crafts festivals for ideas.” – Anonymous