

**Upscale Sale**

**LOCATION:**  
2512 E. 29th Ave.

**FIRST CHOICE SALE** \$5.00 Admission  
Thursday, May 30, 5-7pm

**SALE** Free Admission  
Friday and Saturday, May 31 & June 1, 8am-5pm  
Sunday, June 2, 10am-5pm

PRODUCED BY SPOKANE SYMPHONY ASSOCIATES TO BENEFIT SPOKANE SYMPHONY

SPONSORED BY: **Black** **PRCS** **WHITE BLOCK**



Spokane Symphony Associates

## Upscale Sale by the Spokane Symphony Associates

Our 14th Year

President: Janet Lambarth

Co-Chairs: Jeanette Brenner & Carol Borodin

## Goal

To create a fundraiser event for our volunteers that raises an additional \$50,000-60,000 beyond the \$400,000+ raised by our primary fundraiser, *Christmas Tree Elegance*—all to support our magnificent Spokane Symphony Orchestra.

## Why it works & How it Works

Our first **Upscale Sale** yielded proceeds of only \$7,000, and each subsequent year saw a dramatic increase, such that our most recent sale brought in over eleven times that amount.

We found, as we initially suspected, that people really embrace the idea of donating their unwanted household items as a means of helping fund our orchestra, especially due to the user-friendly method we've refined over the years regarding collecting the items. It works like this. Our volunteers respond to a donor's call by visiting their home and packing the appropriate items. (Oversize articles are set aside and picked up separately by truck.) The owners are given a donation form for taxes. We store the items for next year. We also work closely with a local estate sale company that invites our volunteers to come pack up appropriate items from the residue of estates they sell off.

Our sales offer artworks, books, linens, clothing, jewelry, and high-end handbags as well as china and glass tableware and decorations, furniture, including chairs, sofas, dining sets, and outdoor furnishings, and even luggage, toys, sports equipment, and electronics. Our loyal customers enjoy the higher level of quality we offer than can be found at the local second-hand shops and thrift stores.

## The Volunteer Organization

(Headed by a committee of 5 people)

### **Chairman's Duties:**

Site location, storage contracts, supplies, pickup and delivery arrangements.

### **Volunteer chair placement Duties:**

Volunteers for setup, pricing, & takedown.

### **Pricer Duties:**

Price items, oversee the layout (following a schematic), and train other pricers.

### **Advertisement Duties:**

Posters, street signs, newspaper print ads, Facebook, website, Craigslist, media.

### **Person at Large:**

Art pricer, and all around go getter.

## Budget

Total Income = \$82,366.02

Total Expense = \$23,996.23

Total Profit = \$58,369.79

Breakdown of Income

Presale = \$2,432.50

Admissions = \$2,415.00

Tip Jar = \$274.00

Event Sales = \$75,680.52

Auction Proceeds = \$1,564.00

Breakdown of Expenses

Dun-Rite Delivery = \$10,110.00

Diamond Storage = \$7,054.91

Advertising = \$2,415.00

Credit Card fees = \$1,447.04

Phone Lines = \$400.50

Misc. expense = \$368.78

Utilities \$2200.00

## Growth of our Fundraiser

The steadily increasing size of our sales has resulted in our need to rent larger and larger spaces. Therefore, we now work with a local commercial realty company to help us locate the perfect site each year. We have required more tables, jewelry cases, locking cases, shelving, and clothes racks each year. (Some items were donated, and some were bought). Additionally, we had to produce signage we could re-use each year. These are startup costs not shown in this budget.

## Fun For Everyone

Our volunteers tell us this is the most enjoyable fundraiser of the year for them. We have teams for each area of goods. Volunteers price, clean and display items, inviting volunteers to meet new people and socialize while working. And as an extra thank you to them, we host a pizza party in June at a city park.

## Information for Success

- A location on an arterial in your city.
- Parking for volunteers and clients.
- A website with photos of items for sale.
- A Facebook page with photos.
- Ads that list all the items for sale.
- Good clean storage.
- Plastic bins for storage and shelves.

## Needed at the Sale

- Wrapping station with paper and bags.
- Credit card ability.
- A First-choice Sale on Thursday. (Charge \$5.00)
- 25 volunteers on the sales floor opening night and each day of the sale, in 4-hour shifts.
- Clean up and regroup each evening in order to keep the sale looking new.
- Accept donations at the sale site.

**You are creating a Temporary Store**

For more information, contact Carol Borodin at [cwborodin@gmail.com](mailto:cwborodin@gmail.com) (509.999.0979)



