



The first charity designed for and by the Storage Industry

Manager's Guide to Charity Storage

Congratulations on becoming an official Charity Storage facility. We believe you will find managing a Charity Unit a rewarding experience. Managing a Charity Unit is very easy and will not require much of your time. We do encourage managers to actively promote their Charity Units to tenants and community members, as there are many benefits that will come from a well-managed program. Here is what you need to know to manage your Charity Unit.

- With the help of your manager or owner, designate a Charity Unit at your facility. We believe the closer the unit is to the office the better, but it is not a necessity.
- Once the unit is selected, it must be locked with a company lock. This will keep tenants from placing trash or unacceptable items in the unit. The manager is responsible for vetting the donated items.
- Clean, organize and stage the unit if you have time. It makes it much more attractive to buyers!
- Auction the unit when it is $\frac{1}{2}$ to $\frac{3}{4}$ full. We have found two smaller charity units sold separately bring higher proceeds than one filled to the brim.
- Prohibited items
 - Mattresses – too bulky and many auction buyers steer clear of mattresses
 - Pornography of any type
 - Guns or Weapons of any type
 - Drugs or Drug paraphernalia
 - Any flammable, hazardous or toxic material
 - Tires
 - Perishable food items
 - Alcohol or Tobacco products
- Once you vet the items being donated, accompany the person to the Charity Unit and unlock it for them. A manager should never help a person load the donated items into the Charity Unit. There is the possibility of liability and injury around this activity and we do not want our managers injured during this process.
- When the person has completed loading the donated items, it is the manager's responsibility to complete the **Donation Receipt Form** for the person donating the items indicating the following:
 - The location of the donation
 - The date of the donation
 - A general description of items donated
 - You should not value the donation

Upon completion of the receipt, the manager should sign the receipt and give it to the person for their tax records.



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The manager is responsible auctioning the unit either online or regularly scheduled lien auctions. If using www.StorageTreasures.com, please make sure you set the minimum bid (ideally \$100 or more) and use the Charity Storage logo as the last photo. Provide a detailed description of the content and value, if available. Storage Treasures will waive the seller fee (but still charge the winning bidder fee).

If doing a live auction, please notify the auctioneer of the Charity Unit in advance. They will often do the charity auction free of charge.

Once the Charity Unit is sold, the manager is responsible for filling out the **Auction Sale Form** or to notify the home office according to established procedures. Depending on your organizations' requirements, you will either send a check for the auction sale amount to Charity Storage (along with the form) or this will be taken care of by your corporate office.

- Managers should promote the Charity Storage program to their current tenants once they have given their move-out notice. Often times tenants moving out will have extra items they are will to contribute to a worthy cause. It is also helpful to discuss the program as tenants move in. It is helpful to have a flyer to give to new and existing tenants.
- We encourage managers to notify their communities of their status as a Charity Storage drop off location. The more people that know of the program, the more donations you will receive. Local media love stories about community outreach. Network with your chosen charity and promote your drop-off status on Craigslist and similar sites (Facebook, Close5, etc.)
- Take advantage of being a Charity Storage facility. Cause marketing is a great way to get additional rentals. Hold a donation drive. Host your charity's car wash at your facility. It's all for a good cause!



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