

## Manager's Guide to the Charity Storage Giving Back Program

Congratulations on becoming an official Charity Storage facility. We believe you will find managing a **Charity Storage Unit** a rewarding experience. It is easy to administer and will not require much of your time. We encourage managers to actively promote their Charity Units to tenants and community members. Many benefits will come from a well-managed program.

- With the help of your manager or owner, **designate** a **Charity Storage Unit** at your facility. We believe the closer the unit is to the office the better. You need not use the same unit every time.
- Once the unit is selected, it **must be locked**. This will keep tenants from placing trash or unacceptable items in the unit. **The manager is responsible for vetting the donated items.**
- Once you vet the donated item, accompany the person to the Charity Storage Unit and unlock it for them. A manager should never load the donated items into the Unit.
  - **Prohibited items**
    - Mattresses
    - Pornography of any type
    - Guns or weapons of any type
    - Drugs or drug paraphernalia
    - Any flammable, hazardous or toxic material
    - Old tires
    - Perishable food items
    - Alcohol or tobacco products
    - Dirty, broken or unsellable items
    - Animals
  - Complete the **Donation Receipt Form** to give to the donor
    - The location of the donation
    - The date of the donation
    - A general description of items donated
    - **You should not value the donation**
    - **Sign the form** and give it to the donor for their tax records
- **Clean, organize and stage** the unit if you have time. It makes it much more attractive to buyers!
- **Send photos** with the auction details or **a link (if the auction is posted online)** so we can post on social media. With StorageTreasures auctions this is done automatically by Charity Storage.
- Auction the unit when it is ½ to ¾ full. We have found two smaller charity units sold separately bring higher proceeds than one filled to the brim. If listing on StorageTreasures.com, the minimum is automatically **set at \$100**. You can adjust the minimum bid according to your situation. Take lots of high resolution photos and provide an accurate, detailed description.



**The manager is responsible for auctioning the unit either online or onsite with regularly scheduled lien auctions.**

### If using [www.StorageTreasures.com](http://www.StorageTreasures.com)

- Try to keep the minimum bid of \$100 if you can, and make sure you have at least \$200 worth of goods in the unit. Remember you can adjust it up or down if necessary.
- Mention who you are raising funds for.
- Provide a detailed description of the contents and value, along with at least 10-15 photos.

Storage Treasures will collect 100% of the hammer price at auction close. Operators are still required to collect sales tax as required by local tax laws.

### If doing an onsite auction

Do so only when you have lien auctions scheduled and notify the auctioneer of the Charity Unit in advance. They will often do the charity auction free of charge.

### For auctions other than those listed on StorageTreasures.com (onsite and on other online platforms)

Once the Charity Storage Unit is sold, the Manager fills out the **Auction Sale Form** or notifies the home office according to your established company procedures. You may need to send us a check along with the form, depending on what your home office requires.

### Charity Storage Giving Back Program Promotion

Managers should **promote the Charity Storage Giving Back Program** to their new and current tenants. Often, tenants will have extra items they are willing to contribute to a worthy cause. Talk about the charities you support and even make a flyer or signage with your chosen charity's logo.

- We encourage managers to **notify their communities** of their status as a **Charity Storage Drop-Off Point** location. The more people that know of the program, the more donations you will receive and you will increase the foot traffic to your facility. Produce a flier, reach out to local retirement or apartment communities and realtors. Tell them about the charitable causes you support with your Charity Storage Auctions!
- **Local media** love stories about community outreach. **Network with your chosen charity** and promote your **Drop-Off Point status** on Craigslist and similar sites (Facebook, Close5, etc.). We will provide you with a generic **Press Release** upon request.
- Take advantage of being a **Charitable Donation Drop-Off Point**. **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!
- Be sure to **put your Chosen Charity's logo** and the Charity Storage Logo **on your website** and **Facebook** page. **Ask your charity to do the same.**

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