

DO-IT-YOURSELF GUIDE TO SECONDHAND SUNDAY

What is Secondhand Sunday?

Secondhand Sunday is a community reuse day held the last Sunday of April and September; it's your chance to get rid of unwanted, reusable items laying around. You simply leave them at the curb for your neighbours to take for free. Then, get in on the action and find what you may need.

Why was the program started?

The primary goal of SHS is to reduce our collective eco-footprint and help divert waste from landfill. Secondhand Sunday also aims to connect local charities and non-profits with items that they may need. The event provides a fun opportunity for neighbours to meet each other face-to-face.

How do I bring SHS to my community?

1. Contact us!
 - Get in touch by email, social media or by phone. We'll hook you up with the resources and support you will need to promote SHS in your community.
2. Make a plan
 - Set the boundaries for your SHS - one street? A city block? An entire ward?
 - Find a few friends to help out
 - Create a work back plan with deadlines on key actions like sharing promo materials
3. Connect with your Community
 - Talk to your neighbours and local businesses to help get the word out.
 - Contact your city councillor and any local community associations to help promote the event through their electronic newsletters
 - Distribute promotional materials like postcard signs and posters
 - Share on social media! @2ndhandsundayTO #secondhandsundayTO
 - Contact local charities and community groups to find out what they need
4. Event Day
 - Put out your items and go shopping!
 - If possible, walk your neighbourhood and track participation
 - Collect any charitable items that were requested
 - Share your photos and stories on social media!
5. Post-Event wrap up
 - Drop off items to charities
 - Get in touch with us and provide feedback on your experience
 - CELEBRATE!

www.secondhandsunday.ca
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