

Helping Heroes Heal

In 10 Easy Steps

1. Get buy in from your Owner/Operator.
2. Enroll in Charity Storage (info@charitystorage.org, 844-945-3387).
3. Select a charity that benefits wounded warriors and ask Charity Storage to enroll them too.
4. Set aside a unit for your Charity Storage auction (a size that you have a lot of and are unlikely to rent between now & your next regularly scheduled foreclosure auctions).
5. Fill the Charity Storage auction unit with good stuff that auction buyers want to purchase, not the junk left over when people move out.
6. Ask for donations from customers, strategic alliances, business partners, the community, other generous sources.
7. Schedule the Charity Storage auction with your regularly scheduled foreclosure auctions, live or online.
8. Get the Charity Storage promo kit and promote the auction among community members via email; online and print publications; signage in your office, elsewhere onsite; online auction listings; radio and television.
9. Contact local Veterans organizations to help you spread the word.
10. Conduct the auction and the money goes to the charity you picked!