

MWB Yard Sale Packet

Thank you for choosing to host a Yard Sale to benefit Mothers Without Borders. Below you will find all you need to host a successful yard sale. If you have any questions, please email Mary Banford at mbanford@gmail.com.

Check List

	Register your yard sale by emailing Mary Banford at mbanford@gmail.com with your name, phone number, date and address of your yard sale.
	Contact friends and family and invite them to participate in your yard sale.
	Clean out your closets, basement, and garage and get friends and family to do the same.
	Make a list of "Big ticket" items for your yard and list them on flyers and other advertizing mediums.
	Post the classified ad (Page 2) on craigslist.org, and any other free internet or newspaper classified. Don't forget to insert your Address and Big Ticket Items.
	Recruit friends, family and neighbors to volunteer at your yard sale.

One week before Yard Sale

	Print the provided poster/flyer and fact sheets (Page 3-5) Don't forget to insert your Address and Big Ticket Items. (you do not have to use the provided poster)
	Price all yard sale items
	Make signs leading people to your yard sale – include balloons, bright colors and simple directions to the yard sale site

Ideas to make your Yard Sale Successful:

- Word-of-mouth will be your best advertizing strategy - so talk to **everyone** about your yard sale and get your friends and family to do the same.
- Location-Location-Location! Choose a location with good visibility and traffic.
- Invite the children in your neighborhood to host a bake sale/candy/lemonade stand at your Yard Sale and donate the proceeds to MWB.
- Have music playing at your Yard Sale.
- People LOVE deals! For example, offer free cookies with purchases or donations over \$20. Or sporadically offer hourly specials ie "Free book with every purchase".
- Make sure everyone who comes to your Yard Sale learns about Mothers Without Borders.
 - Display MWB fact sheets at checkout table and near merchandise.
 - Have volunteers talk to customers about Mothers Without Borders
 - Print pictures from the Mothers Without Borders website and display them on every table
- Check your local craigslist/classified ad for "Free" items and ask the seller if they would like to donate the item to your charity yard sale.

Make sure to **insert your specific information** into this general advertisement!!

Internet Classified Ad:

Title:

Multi-family Yard Sale benefit kids in Africa

Ad:

Saturday, *Insert date here*

9am – 5pm

Insert yard sale address

List big ticket items and a general idea of what will be at your yard sale (ie kids clothes, books, baby items)

All proceeds from our Yard Sale will benefit Mothers Without Borders an organization dedicated to offering hope to orphaned and vulnerable children. **Great deals for a great cause!!!** www.motherswithoutborders.org

MOTHERS WITHOUT BORDERS

Yard Sale

List BIG ticket items

Saturday, *Insert Date*

Insert Address

9am ~ 5pm



ALL PROCEEDS BENEFIT CHILDREN IN AFRICA.

WWW.MOTHERSWITHOUTBORDERS.ORG

PRINT ON CARD STOCK AND FOLD IN HALF TO STAND ON TABLE

Can you imagine a world where millions of children roam the streets,
scavenging for food and shelter?

Can you imagine what life must be like for children who face life in the
streets alone, unprotected and unloved?

You don't have to imagine it because this is our world today.

In fact:

- More than **36 million** children under 15 are orphaned in Sub-Saharan Africa today.
- Every 14 seconds, a child is orphaned as a result of AIDS.
- It is feared that there may be more than **80 million** orphans in India and Asia

- **Print on card stock and fold in half to stand on table**

Whether children are orphaned as a result of disease, poverty, violence or natural disaster, the results are the same - children alone. Mothers Without Borders is committed to supporting programs that offer sustainable, long-term solutions to this global orphan crisis.

Where Your Donations Go

