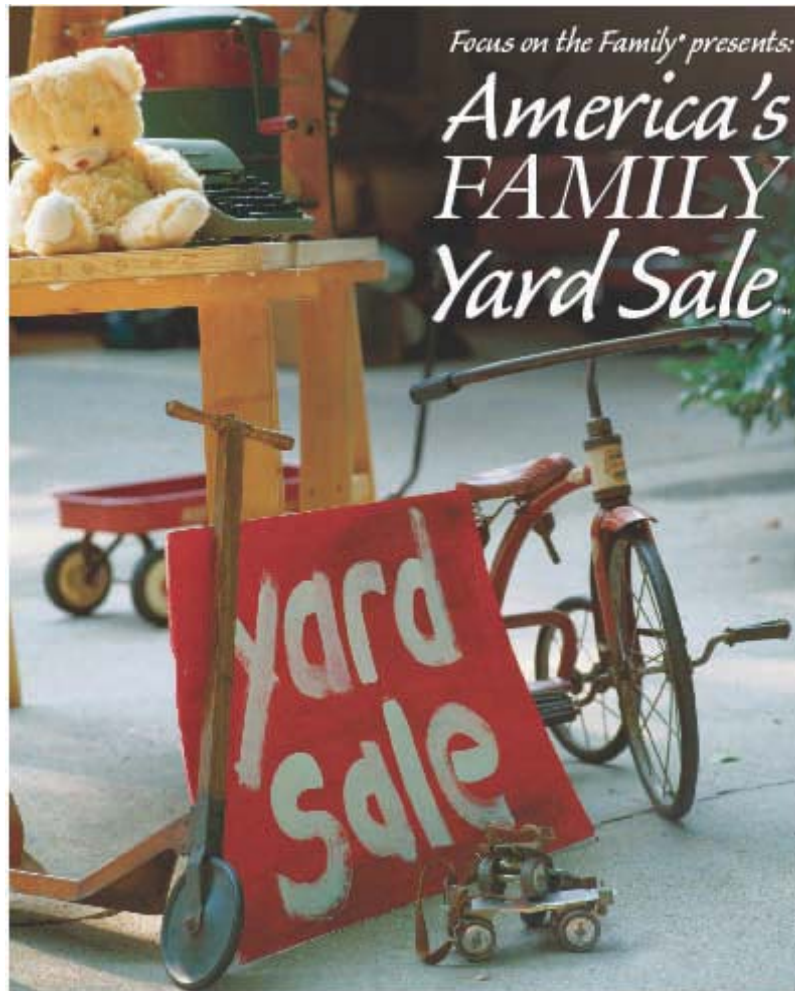


America's Family Yard Sale



Put Those Old Toys and Treasures to Work Helping Families!

This summer, Focus on the Family invites you to take part in our first-ever nationwide yard sale!

America's Family Yard Sale will help provide funds that will be used to help families around the world through Focus on the Family. Plus, we invite you to help local ministries, or boost your cash-flow through this non-traditional revenue (NTR) event.

Focus on the Family is also contacting local churches and interested individuals who want to join in the Yard Sale.

If your station is interested in being part of this nationwide event, we invite you to contact Briargate Media at (719) 531-3300 and let us know of your participation.

How to Get Involved

Choose any day or weekend in July to host a yard sale, either on your own or together with friends and neighbors. Everything you need to get started can be found in the [Yard Sale Kit](#).

By clearing out some of your unused clothes, toys, and household items, you might just be saving a child's life, helping a troubled marriage, assisting a local family in need, or sharing the Good News with someone who needs to hear it.



America's Family Yard Sale – Details

WHAT: Summer yard sale

WHEN: July 2009

WHERE: Your station

WHY: To help families, and help Focus on the Family as we provide assistance and insight to families in need.

America's Family Yard Sale – Online Resources

Focus on the Family offers a variety of online resources that you can download and use for your event.

Resources include radio PSA's, downloadable [checklists](#), printable [price tags](#) and [signs](#).

You may download additional resources at FocusOnTheFamily.com/yardsale.

Other resources – including Advertiser/Sponsor sales sheets are available at BriargateMedia.com.



America's Family Yard Sale – Involving Advertisers & Sponsors

Focus on the Family invites you to turn the summer yard sale into a nontraditional revenue (NTR) event for your radio station.

If you've never hosted a station sponsored yard sale type of event before or would like a refresher course we have invited Briargate Media representative Christi Lynn to provide insights and ideas on helping you were summer yard sale become a success.

The yard sale planning kit is included on the next page. Please take time to read through this document.

The planning kit also includes sales tools that your team can use when presenting the yard sale idea to advertisers and sponsors.

America's Family Yard Sale – Links to Sales Tools

- Focus on the Family Yard Sale Site – [Click here](#)
- Affiliate Information from Briargate Media
- Radio Sales Kit

America's Family Yard Sale – Planning Your Event

Why Create A Yard Sale As Community Event?

(By Christi Lynn, Briargate Media Rep)

- Helps promote your radio station and Focus on the Family
- Helps listener families needing to make \$\$ or de-clutter
- Brings community together
- Help families all over the world thrive with part of the proceeds going back to Focus on the Family
- As a NTR event, this could provide income to the station through advertiser and/or vendor participation.

How To Create A Yard Sale As A Community Event

Suggested Ideas

Thanks for helping with the 2009 Yard Sale to help families thrive. Here are some simple ideas to make this a win-win community event:

- 1) **Setting Location, Time and Date:** Work about three months in advance to secure a community location for set-up and have enough promotional awareness time.
 - a. **Location:** A community center, church, school, flea market or another place centrally located within your community is great!
 - i. You'll want to think about weather conditions along with accessibility to tables, chairs and public restrooms.
 - ii. Electricity may also be needed for your remote truck and food vendors.
 - iii. Should you use a public park, make sure you have requested the proper city permits and licenses that might be needed.
 - iv. You may need to pay a facility charge or a small fee for the use of a room, tables and chairs.



Helping Families Thrive™

Something to consider: Some churches welcome promotional event exposure, both on-air and off. Also, the event location may trade the expense of facility use for promotional exposure or a small underwriting/advertising schedule.

- 2) **Signing Up For Booth Space:** Once you have a concrete date set, consider promoting available booth space on-air and on your web site. Make sure you know how many booth spaces are available at the event location before promoting.
 - a. **Listeners:** To ensure commitment and help underwrite event expense (staff management, etc.), you may want to charge a small booth fee of \$10 or \$20 for a 8X10 table with two chairs.
 - o If a fee is charged, you will need to keep an excel spreadsheet with proper notation of payment and contact information (including email). You may need to supply a receipt for the event as well.
 - o Make sure you set up “rules” of things not permitted (i.e. pets, selling of certain items, etc.) along with a need week’s notice for any refund (otherwise it’s a donation). Make sure set-up and pick-up times are planned out. You’ll want make sure people understand that they are responsible for bringing their own change, snacks and any table signage.

Something to consider: A front office person and/or promotions coordinator could handle sign-up. Booth Sign-Up money would be a tax deductible gift if given to Focus on the Family.

- b. **Advertisers/Vendors:** You may find this is a great NTR opportunity to invite home business owners (Mary Kay, Discovery Toys, etc.) and local business owners to this event to promote their services and products.

Something to consider: One idea would be to have an exclusive food vendor. These vendors could be charged a bit more or it could be an added value items in an overall advertising package. Any money exchange could be routed as normal sales are handled.

3) Set-up:

- a. Make sure you have carts available for unloading. You'll want to designate a "loading zone" so that everyone is safe in the "yard sale" area –especially if setting up outside.
- b. Have a designated set-up time.
- c. Mark each booth location with the name of the participant on a sheet of paper.
- d. You'll need to have station people there during this time for any questions or last minute situations.

4) During The Event:

- a. Think about promoting it live with a remote or running pre-recorded liners.
- b. Set up a speaker system broadcasting your station.
- c. Have station personnel there with station "stuff".
- d. Hold a drawing for fun items.

5) Post Event Before Pick-up:

- a. Collect any donations for Focus on the Family. Please list the amount along with their name and contact information so that we may personally thank them and supply them with a tax deductible receipt.

6) Pick-Up:

- a. Make sure you have carts available for unloading/loading. You'll want to designate a "loading zone" so that everyone is safe in the "yard sale" area –especially if setting up outside.
- b. Have a designated pick-up time window and communicate that to all participants.
- c. Set up for Goodwill or local thrift store to come by at the end of the yard sale time to pick up items booth participants wish to donate.



Helping Families Thrive™

America's Family Yard Sale – How to Sign Up

If you are interested in being a part of this outreach to families, please contact Briargate Media at (719) 5313300.

You may also fill out and fax this page to (719) 5313302.

We will be in touch with you regarding promotions for America's Family Yard Sale.

Thank you for being an important part of the work of Focus on the Family!

Yes! I want to participate in "America's Family Yard Sale"

<p>Station Call Letters: _____</p> <p>Contact Name: _____</p> <p>Mailing Address: _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>E-mail Address: _____</p> <p>Phone Number: _____</p> <p>Date(s) I plan to be involved: _____</p>

Please Fax to Briargate Media: (719) 531-3302

