



TIPS FOR SELLING YOUR 147 GEAR

1. Buy shirts for your family to wear regularly!
 - When people see them they sell much more quickly
2. The Ugandan necklaces sell themselves if you tell their story. Send people to the 147 Million Orphans website to read about these amazing women.
3. Enlist a sales force: there are people around you who want to help
 - They can take shirt orders for you
 - They can sell groups of necklaces
 - They can broaden your markets
4. If you have teenage children, enlist their help! The youth market loves our gear and they love to support a great cause with their money.
5. Pictures don't do justice to how fabulous our shirts are! Have a few sample sizes of the men and women's shirts so people can feel it and determine sizing!
6. Put info on your blog and create a fundraising page



HOW TO HOST A FUNDRAISING PARTY

1. Order 147 Gear to have on hand for the party. You should wear a shirt, along with any of your friends that are helping give the party. It works best if everyone on the party team wears a different shirt, so supporters can see how each one fits and feels. You can choose to purchase additional gear to sell that night or take orders...whatever works within your budget. Or you can order the 147 Fundraising sample kit, which has a sample of items available for fundraising.

2. Invite everybody!

- Friends
- Family
- Anyone who has asked about your adoption

3. Use an Evite to invite your guests. Other resources to use are:

- Facebook
- Church and school announcements

4. Pick a Central location that is an easy place to tell your story and display your fundraising gear

5. Enlist help!

- Depending on the size of your party, have at least 2 friends to help (1 as cashier, 1 as customer service)
- Free yourself up to act as the host and share your story

6. Add in simple drinks or dessert.

7. Before the party, set up a couple of computers with the 147 Million Orphans website up and ready. Your supporters can look at additional gear available for purchase. They can enter their orders directly (if you are in the partnership program) or can tell you the items they want to order in addition to what you have on hand.

8. Play some of the 147 Million Orphan videos off the website on another computer. It helps people understand what they are supporting in addition to your adoption journey.

9. The key to a great 147 party is keeping it simple. Share your story, have gear on hand, and don't spend a lot of money on the party.



HOW HAVE OTHER FUNDRAISING FAMILIES BEEN SUCCESSFUL?

1. Our shirts sell well for fundraising but the necklaces sell over and over again. People buy them for themselves, their friends, and for gifts.

- Teacher gifts
- Graduation
- Mother's day
- Birthday gifts
- Christmas

2. One family had twenty friends who each committed to sell twenty necklaces, so they purchased 400 necklaces, raised \$4,000 in just a few weeks!

3. Families have sold them at church events when they have been given a few minutes to tell their story and set up a table in the lobby with their 147 gear available.

4. Our most successful families have recruited a small sales force to help them-this broadens your market and spreads the burden. We have also seen many friends that really want to support adoption regardless of whether they have felt the call to adopt personally.

5. If you have people helping you sell you still need to order the gear through your 147 account in order to receive the fundraising pricing!

6. Successful families also sell outside their local contacts; they tell their family and friends all over the country! Blobs and Facebook are great tools for this.

7. Another successful family has methodically ordered twenty-five necklaces at a time, sold those and then re-ordered. By allowing people to touch the beads and hear the story, they have sold easily. This family raised \$5,000 in about three months.

8. The 147 sample kit was created to help you show people the items that they can purchase, but without a huge initial investment on your part. We want every sale to put money in your adoption fund!

9. Another successful family fell in love with our shirts and ordered a few sample shirts and gear to wear. They also hosted a party at their house and that night they received orders for almost 150 shirts! That gave them \$1,500 towards their adoption!

10. Sell the gear at your other fundraising events to maximize your efforts. For instance, several families we have sold our gear at benefit dinners or concerts. People come and enjoy the event and purchase a shirt or necklace before they leave. (Don't be bashful, ask people to support you!)

11. If you want to be successful, keep your eye on the prize! Remember that not everyone is going to financially invest in your adoption, so do not let the "no's" discourage you. You are working to rescue a child, and the process can be challenging! But the Lord will bless your efforts and He will sustain you.

12. Never underestimate the power of prayer! He will lead you, bring people to support you, and He will be your provision through the entire adoption process.