

# BOO YARD SIGN CHALLENGE

TOOLKIT

The BOO Yard Sign Challenge, sponsored by Neighborhood Credit Union, takes simple neighborhood trickery to a community fundraiser. BOO your friends and neighbors by secretly leaving the sign in their yards and Halloween treats at their doorsteps without them seeing you.

For every sign purchased, a patient will receive a treat and all proceeds will benefit Children's Health<sup>SM</sup>.

## How do I get a BOO Yard Sign?

Signs will be for sale online for \$20 each and can be picked up from neighborhood captains across North Texas. Find your closest pickup location during checkout by searching your home, work or school address, then select a pickup date and time.

When you BOO your neighbors, instructions on how to join the fun are on the back of every sign.

## When is the BOO Yard Sign Challenge?

Start BOOing your friends and neighbors on October 1 and continue throughout the Halloween season. BOO signs are available for purchase starting September 7.

## How can I get involved?

The best ways to support Children's Health for the BOO Yard Sign Challenge are to advocate and donate.



### ADVOCATE

Let friends, family and the community know that you choose Children's Health! Post photos and videos from the BOO Yard Sign Challenge with #IChooseChildrens and #ChildrensBOOChallenge:

- Facebook: [@Childrens](#)
- Twitter: [@Childrens](#)
- Instagram: [@Childrens](#)  
[@childrensauxdallas](#)  
[@childrensauxplano](#)

**Suggested social media posts are on the reverse side.**



### DONATE

Visit [childrens.com/boo](https://childrens.com/boo) to purchase your BOO signs or make a donation.

Signs will be available for pickup from neighborhood captains beginning September 7.



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## Social Media Promotion:

*Below are messages to share on social media. We suggest posting with a picture of the BOO sign in your yard (and have your family pose together for even more fun!)*

Join me in the #ChildrensBOOChallenge! For every BOO sign sold, a patient @Childrens will receive a special Halloween treat, and all proceeds go to patient programs and services. Learn more about the BOO Yard Sign Challenge and purchase your signs here: <http://bit.ly/childrensboochallenge> #IChooseChildrens

WE'VE BEEN BOOED! The #ChildrensBOOChallenge is raising funds so patients @Childrens can enjoy a special Halloween treat during their hospital stay. Help us reach the goal of 4,000 signs sold: <http://bit.ly/childrensboochallenge> #IChooseChildrens

For patients at @Childrens, treatment sometimes means missing special moments like Halloween. The BOO Yard Sign Challenge is raising funds, so these kids can enjoy a Halloween treat during their hospital stay. Help us reach our goal of 4,000 #ChildrensBOOChallenge signs sold here: <http://bit.ly/childrensboochallenge> #IChooseChildrens



## Questions?

Call us at 214-456-8360 or email [giving@childrens.com](mailto:giving@childrens.com)

