

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 HealthSM.

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 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

