

Mystery Sale Guide

Putting on a mystery book/film sale is a great way of raising money from unwanted items, and allows you to have a good clear out in the process!

Getting ready for the event

- Collect old books and films to sell: you could have a clear out in your own home, ask friend/family to do the same, or ask local businesses to donate any old stock they may have lying around.
- Find a location and set a date for your mystery sale: you could have a stall at a local fete; set one up in a local shopping centre; or run the sale as an extra money-maker at one of your bigger fundraising events. Don't forget to always get permission from the venue and to book a date in with them in advance.
- Advertise the event on social media: You could set up a Facebook event and share it in local/relevant Facebook groups in order to spread the word of your mystery sale.
- Wrap up your books and films to ensure that the contents is completely hidden from view, and write a brief description of what it is about WITHOUT giving away the title!
- Decide on a price and ensure that everything is labelled clearly.



What you'll need

- Old books and films
- Wrapping paper/ newspaper (recycled if possible)
- MRF decorations (balloons, banners, etc.)
- Symptom cards/ awareness literature
- MRF charity t-shirt

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"Small events like cake sales are the key to chipping away at your fundraising target!"

- Keira Norris, Everest Base Camp

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On the day

- Get there nice and early and set everything up.
- Decorate your stand with a tablecloth and lots of MRF branding in order to ensure that's it's nice and eye-catching - and get selling!

Post event

- Count up the money and announce how much you raised on social media along with some photos from the day, this will hopefully inspire anyone who couldn't make it on the day to donate to your fundraising page instead.

The important stuff

- Keep the money you raise safe and pay it in to MRF as soon as you can.



Top tips

- Don't be afraid to approach people who are passing by to ask if they would like to buy something from your mystery sale - don't just wait for people to come to you!
- Ask your contact at MRF to send you some awareness literature (such as symptom cards), so that even if some people don't want to buy anything from your sale you can still give them a leaflet and help raise awareness of meningitis and its symptoms.
- Maximise donations by also running a 'guess the sweets in the jar' competition as part of your stall.

**For more information contact
fundraising@meningitis.org**



"I was really happy with the results of my shopping centre stall - I raised £285!"

- Linda Van As, London Marathon

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