



Children's Hospital  
of Wisconsin®

*A member of Children's Hospital and Health System.*



## MIRACLE BALLOON GUIDELINES

### Benefiting Children's Hospital of Wisconsin

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Selling Miracle Balloons is an easy and fun way to support Children's Hospital of Wisconsin! Here's how to be successful selling Miracle Balloons:

1. Place paper balloons available for purchase at *every* cash register, cashier window, or wherever there is a lot of people traffic.
2. Ask *every* customer if he or she will support the kids at Children's Hospital by purchasing a balloon for \$1. Ask them ... they will buy one!
3. Make a display of the balloons sold. People like to see their balloon and displaying them will encourage others to buy one.
4. Jump-start your balloon sale by asking the sales associates or members of your group to buy one.
5. Post signs or table tents near the Miracle Balloon points of sale to let your customers know you support Children's Hospital of Wisconsin.
6. Start a friendly competition between your sales associates to see who can sell the most Miracle Balloons. Offer a small incentive to the highest seller.
7. Remind your sales associates and customers that by purchasing a Miracle Balloon, they are helping Children's Hospital of Wisconsin, the state's only hospital dedicated solely to the health and care of children.

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Miracle Balloons are available free of charge from Children's Hospital and Health System Foundation. For more information, call (888) 543-7233, ext 6320.