



You're about to make a life-changing impact on every member of an entire African community.

We've included some ideas below to help you get started, but feel free to tailor your game plan any way you like! We'd love to hear your ideas & stories! Before you start, please spend some time on our website, and on www.bloodwatermission.com to familiarize yourself with Blood:Water Mission, and the 1000 Wells Project.

Materials

- Click & Print the "Products & Order Form" online at www.bellsforwells.com. (Print extra copies of page two as necessary.)
- Order a couple of pairs of earrings to use as samples & to wear – they're a great conversation starter!
- Optional: To spark up interest, visit our Apparel Shop & pick up a t-shirt, button, or tote bag. Apparel sales do not contribute to well sponsorship, but they're a great attention getter! (And they do help to defray web expenses.)
www.cafepress.com/bellsforwells

Ideas

- Simple, but surprisingly effective: Wear your earrings all the time, and keep an order form handy - you'll be amazed at how well this works!
- Pass your order form around the office, church, school, anywhere you see ears.
- If you have kids, get them involved along with the rest of the neighborhood. Take the opportunity to explain what it means to care for the sick, poor, & needy.
- Be creative! You can sell earrings anywhere...craft fairs, bake sales, yard sales, door-to-door, beauty salons, or even high school concession stands. (Please be sure to get permission first.)

Goal

- The average cost of a new well in Africa is \$3,000. This translates into 375 pairs of earrings (\$8 donation per pair). You can do it!!

IMPORTANT: Be sure to collect payment from your customers at the time of purchase. When you've completed your order forms, tally up your totals, then go online to www.bellsforwells.com and place the entire order at once, using your Credit Card, Check Card, or Paypal. If you decide to accept personal checks, they should be made payable to YOU. Hang on to your order form – you'll need it to deliver earrings to your customers! **Please place your order before December 1st, for delivery by Christmas.**