

52nd Annual Irish Road Rummage Sales

Spring 2013

Friday

- April 26: 8-5pm

Saturday

- April 27: 8-5pm

Sunday

- April 28: 10-3pm

LoriAnn Harmon
725-3378

irishroadrummagesale@yahoo.com

Hi neighbors! Summer's coming & it's time for our 52nd Annual Spring Irish Road Neighborhood Rummage Sales!!! Our website has been gaining more & more popularity with over 25,000 visits since its creation back in March of 2006! This will eventually become our sole mode of communication. Check our website out at:

irishroadrummagesale.tripod.com

Our website has printable maps and descriptions of the sales. Advertising & printing costs have risen substantially since I've began organizing these sales back in the fall of 2004, so the internet has certainly been a tool that has helped keep YOUR registration cost low.

Please keep in mind the costs associated with holding a neighborhood event of this size as you make your decision to hold a rummage sale during this last week in April. Costs include printing these initial flyers for you, gas/time

to run the flyers to you, the time needed to prepare our website for public use, and of course our largest expense: advertising in the major papers from Fond du Lac up to Green Bay and westward to Waupaca. It is CRUCIAL for us to advertise—and I can only advertise as much as our financial resources allow. Although the newspaper ad will not list individual sales (WAY too costly), the newspapers will list the number of sales participating.

Simply put...

**the more sales listed,
the more people come!**

Also check out our advertising on Wisconsin's largest online rummage sale website:

www.rummagewisconsin.com

Advertising is everything! If there are any Irish Road area neighbors who work for a company that allows advertising online or via newsletters

(i.e. ThedaCare, Kimberly Clark, Thrivent, FVTC) and you could help us out with advertising by putting a notice in your company newsletter that way, please let me know through email.

Since the snow is leaving, rummage sales will be starting all over the Fox Valley. I've seen a few church sales listed already for this weekend! Our neighborhood sale tends to be one of the first of the season and it is definitely one of the largest in the Fox Valley! With gas prices staying between \$3.50 and \$4/gallon, many people prefer numerous sales in one area—to save on gas! Let's pull together as a neighborhood once again for our sales to be a success.

As in past years, you have the option of paying your registration fee online via PayPal (a safe way to pay with debit/credit card). Please visit our website for instructions on how to do this. Online registration will be a 2-step process yet, because reducing it to the "click of a button" would require a \$8.95 monthly payment to the Tripod website—but our sales still do not gen-

erate sufficient funds to cover annual costs such as that.

Special Note: Please do not be deceived by the registration form below. You can turn your registration in **anytime** before the sale. April 18th is the first date that I will call in ads to the Post Crescent & area papers. It is nice to be able to list a large number of sales to motivate the public to come, which is why I'm looking to get as many registrations as possible turned in by that day.

If you are new to our neighborhood, don't hesitate to contact me and I can explain the details about the sale.

In order for us to accurately display the number of neighborhood sales in the Post Crescent...the earlier the payment, the better. I'll call to place the ad on Thursday, April 18th and I would like our ad to reflect our large event to the public.

Mail or drop off this bottom portion and payment (or pay via Paypal online **anytime** before the sale) to:

LoriAnn Harmon
1844 Mary Lane
Neeenah, WI 54956

Address: _____

Name: _____

Telephone/Email: _____

Cost to list:

- \$5.00 for initial registration fee (includes 25 words)
- \$1.00 for each 5 words beyond 25-word limit (see chart at right).

25 words = \$5.00
26-30 words = \$6.00
31-35 words = \$7.00
36-40 words = \$8.00...etc.

Description of sale (continue on the back side if needed): _____

