

# Natural Health Awareness Day Booth Tip Sheet

## How to make your Natural Health Awareness Day Booth a success!

### Helpful Tips

#### 1) Selecting Your Location

- People should be able to see the banner from at least 30 yards away
- It should be a location where people can gather or pass by your table outside.

#### 2) Promote Your Booth In Advance

Use the promotional flyer and poster to let people know about your booth by posting it in your store and on local boards, and by using it as a bag stuffer for your customers, as well as passing it on to friends and neighbors:

- Call 1(800) 624-2442 and ask to have the promotional flyer and poster emailed, faxed or mailed to you.
- Go to the Natural Health Awareness Day section on the [www.drrathhealthfoundation.org](http://www.drrathhealthfoundation.org) site to get it.

#### Personalize and print the flyer and poster:

- Type or write in your booth location and time inside the box, and your contact information at the bottom.
- Make copies to post in your office or store and distribute in black and white or color (for a better black and white copy: if you have a color printer, in the print window, go to properties and change it to print in grayscale or black and white).
- Post them, pass them out, and send them with press releases to your local newspapers, radio stations, and TV stations in case they can include your information in the events calendar, or as a public service announcement. If they contact you for more information, please feel free to call us at 1 (800) 624-2442 and we will help you put this information together.
- Send the flyer and the press release to your Senators and Representatives local offices to make them aware of Natural Health Awareness Day.

#### 3) Prepare for Your Booth Early

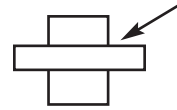
##### Start to gather what you will need for the event:

- Portable table for outside
- Clipboards for signing the petitions and congressional letters
- Pens for signatures (you may want to attach a string from the clipboard to the pen)
- You can put a small label with your contact information on the magnets
- Camera to take pictures of people stopping by, talking, signing the petition, etc.**
- Contact workers for the booth for the day; assign times and remind them in advance.

#### Plan your booth lay out:

- Place your banner where it will be visible. The banner you will receive can be put up as one 6 foot banner, or two 3 foot banners. If you want to make a banner stand, you can get PVC poles at your local hardware store that either be placed over spikes in the ground or can be tie-wrapped to the legs of your table, or your location may have a way that you can hang string, and the lightweight banner can be attached with tape.
- Plan on where your balloons will go to catch people's attention. Balloons can be blown up with air and taped around your booth or to where your banner is hanging, or you can fill them with helium with a ribbon attached at a party, card or grocery store the morning of your event so that they will last all day.

- You may want to stand or sit to the side of the table which encourages people passing by to walk up and look at the literature instead of them feeling like if they go up and you are behind the table, that they will be confronted right away.
- To keep papers on your table from flying away, you can cut 3 inches off the top of clear plastic sheet protectors and tape them down with the papers inside, or take a piece of paper longwise and fold it in half, then half again, and then tape it down to the table runner on each end so that it is like a belt around the middle of the papers.



#### Plan what you and your helpers are going to say and do at the booth:

- Read the materials you receive for your booth so that you are familiar with them
- Think about how you would like to greet them, including a quick overview of the purpose of your booth, such as "Good morning, today is Natural Health Awareness Day and we are here to inform you about threats to your health freedom and what you can do today to protect them"
- Read the "Petition and Letter Tip Sheet" that comes with your booth materials

#### 4) What to do on Natural Health Awareness Day

- Use Section 3 as a check-off list for your set up.
- Get balloons filled with helium on the way to setting up your booth (if you are using helium)
- Set up booth.
- Go over what you are going to say with your booth workers; watch how the statements work in the beginning in case you decide to modify it a little as you see what catches peoples attention.
- Follow the "Petition and Letter Tip Sheet", and encourage people to sign the petition and the letter to your Senators and Representatives, and also to take copies with them for the friends and co-workers who can also send them as well.
- Take lots of picture of setting up, your booth crew with the booth, and people reading, taking and signing the letters and petitions so that you can send us a set for the newsletter and website to show your efforts to support natural health.

#### 5) After the Event

- Send signed letters to your Senators and Representatives.
- Send your signed petitions, copies of the pictures that you took, and a short description of your event and how it went, with your contact information on it to: **Dr. Rath Health Foundation, USA, 950 S. Pine Island Rd., Suite A-150, Plantation, FL 33324.** We may be contacting you to include your event on our website or in the newsletter!

**Thank you for participating in Natural Health Awareness Day!  
You are making a difference in the fight to protect our Health Freedom!**

For more information or if you have questions, please call us at 1 (800) 624-2442.