

Charity Thrift Shop

Format: Radio Ad

Length: 60 seconds

[SFX: Door opens with a cheerful bell chime. Ambient sounds of light chatter, coat hangers clinking, soft upbeat music playing in-store.]

ANNOUNCER (inviting, upbeat):

Need a new look without the new price tag? At **Second Chance Thrift**, your next great find helps build more than your wardrobe—it helps build homes.

[SFX: Power drill and hammer lightly fade in, then out.]

ANNOUNCER:

Every purchase you make funds local housing projects right here in our community. That vintage jacket? Drywall for a new home. That mid-century lamp? Lights up someone's brand-new living room.

[SFX: Cash register ding.]

ANNOUNCER:

So go ahead—thrift with purpose. Style with soul. Impact with every item.

Come see what's new at *Second Chance Thrift*—where every tag tells a story.

[VOICEOVER - warm, sincere:]

Proceeds support Habitat-style homebuilding for families in need. Located on Elm Street next to the library. Open every day but Sunday.