



FAMILY GIVING TREE'S Holiday Wish Drive

Welcome!

Thank you so much for hosting a Family Giving Tree Holiday Wish Drive. The success of our program relies on the time, effort and generosity of host coordinators like you to ensure thousands of underprivileged children have the happy memories they deserve. We are also certain that you will have a rewarding and fun-filled experience conducting the drive for your organization. This packet contains information we think will be helpful for you to make your drive a success, and we invite you to contact us if you have questions or need additional information.

Your Family Giving Tree Host Coordinator:

Dawn Frownfelter

Email: hosts@familygivingtree.org
Phone (408) 946-3111 ext. 226

DUE DATE FOR GIFTS

Gifts are due to the warehouse on Tuesday, December 13. Earlier deliveries, beginning Saturday, December 10th, are welcome. Unfortunately we are not able to pick up gifts from host organizations, so it is the responsibility of the host coordinator to ensure all gifts are delivered to our warehouse. At this point we are still without a warehouse, but will announce its location as soon as we have one!

HELP US SPREAD THE WORD

We need your help! Our goal is to increase the number of children we serve in the Bay Area. To accomplish that, we're asking you, our host coordinators, to talk with friends,

family, neighbors, and even hair stylists, whose company, book circle or school might host a drive. Please direct anyone interested to our website www.familygivingtree.org, or have them email or call us directly. We'll be glad to help them get registered!

Please read through this entire packet. It also includes information about volunteer opportunities, corporate sponsorship programs and other important items we think you will find useful.

Thank you!



Family Giving Tree™

Dawn Frownfelter

Host Coordinator
hosts@familygivingtree.org
(408) 946-3111 ext. 226
Family Giving Tree
606 Valley Way
Milpitas, CA 95035

DISCOVER YOUR INNER ELF



Family Giving Tree's Holiday Wish Drive

5 Tips For a Successful Drive

FROM ONE GREAT COORDINATOR TO ANOTHER

BY MICHELLE K. PROULX-SCHUETTE

Michelle is a Corporate Community Relations expert who has been working in the field for the last 11 years. She has successfully run giving drives on behalf of corporations for the Family Giving Tree since 2000.

Program Coordinator of the Year – Family Giving Tree 2010 Back to School Drive

1. INFORMATION IS LIKE POPCORN... THERE IS ALWAYS ENOUGH TO SHARE!

- The more information you share, the more people will want to be involved
- Try to anticipate questions before they arise so you are ready with answers
- Get started early and be sure to involve all your supporters while planning

2. DON'T KEEP INFORMATION TO YOURSELF

- Have items at the ready that you will need throughout the drive
- Switch out tags often- keep an extra 10% of tags on hand
- Be sure to place advertising in high density areas

3. BRAGGING RIGHTS CANNOT BE UNDERESTIMATED

- Encourage healthy competition
- Little rewards mean so much
- Keep it positive

4. PEOPLE WANT TO GIVE TIME, NOT JUST GIFTS

- Once employees experience the warehouse, everything will make sense
- If they have a great experience, they will be sure to tell others
- Communicate clearly about expectations, logistics and opportunities

5. IF YOU'RE HAPPY AND YOU KNOW IT...

- The more fun you make it, the more people will want to get engaged
- Spice it up- try to mix things up during the drive so people stay interested

Other good ideas:

- FAQ Sheets
- Launch with flair: Tree trimming party
- Holiday cookie with a tag delivery to employees
- Advertise in all forms in all places: paper, electronic, desk drop, elevators, bathrooms
- Keep a roll of tape with the drop off boxes to secure wayward tags

Visit our website for your Host Coordinator Tool Kit!

<http://familygivingtree.org/hosts/HostResourcePage.html>

This includes

- Sample holiday announcements for you to use for internal memos
- A link to a downloadable version of our logo, holiday posters, and wish card design
- FAQs
- Media Links to holiday warehouse videos and pictures of Bay Area children receiving your gifts!



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Additional Ways To Participate

1

Sponsorship

Each holiday season we bulk purchase many of our most requested items at deep manufacturer discounts, allowing your organization to help more children along the way! Last year 16 sponsors joined the Holiday Wish Drive and contributed more than \$325,000 toward bulk purchased gifts. Join us, and create thousands of happy memories for the children we serve!

- We value our sponsors and acknowledge them in several ways.
- Recognition in our monthly e-newsletter (readership of 30,000+).
- Prominent visibility as a major funder at our Holiday Wish Drive warehouse, which hosts more than 6,000 volunteers each December.
- Recognized and thanked as a Holiday Wish Drive Sponsor in a 1/2-page San Jose Mercury News Ad.
- Acknowledged as a major Holiday Wish Drive Sponsor on the Family Giving Tree Web site (over 23,000 views during drive).
- Recognition as a major funder at our annual Celebration Luncheon in February.

Sponsorships range from \$2,500 to \$100,000.

For information about becoming a sponsor, please contact: Jeanne Clabaugh, Development Director
Jeanne@familygivingtree.org 408 946-3111x225

2

Virtual Giving Tree

Provide an alternative way for employees and members to donate by setting up a custom Virtual Giving Tree. For those in remote locations or who cannot purchase a physical gift, Virtual Giving Trees are the perfect alternative.

FEATURES

- A personalized webpage with your organization's name and logo
- A continuously updated counter that tracks employee and member participation and total donations.
- Offers employees and members the opportunity to give after the physical gift deadline has passed.

SETTING UP YOUR OWN ONLINE GIVING TREE IS EASY!

Simply send an email to Cristi@familygivingtree.org with your organization name and logo in ".gif" format, no larger than 150 pixels high. (Logos not in this format may lose resolution when resized.) Within several days, we provide you with the address of your webpage, which you can then distribute by intranet or email.

3

Executive Elf Challenge

To share the holiday spirit, have enormous fun and bring awareness to the magnitude of our challenge, we are hosting a competition among the employees of our host companies and biggest supporters, the Executive Elf Challenge! This event is open to everyone, not just executives. The first 50 teams (4 – 6 members per team) to submit an application will be enrolled. Any additional sign-ups will be placed on the waiting list.

WHERE AND WHEN?

Friday, December 16, 2011
10:00 a.m. to 12:00 p.m.
Location: FGT Warehouse
address to come

Cost: \$30 per team to help cover the cost of essential items such as shoes, coats and blankets for the families we serve.



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FAQS

WHEN ARE GIFTS DUE AT THE WAREHOUSE?

Gifts should be delivered at the warehouse Tuesday, December 13. Earlier deliveries, beginning Saturday, December 10th, are welcome. Host coordinators are also encouraged to advertise an earlier date to allow for late-comers and transportation to the warehouse.

DOES THE FAMILY GIVING TREE PICK UP GIFTS FROM HOSTS?

We do not provide pickup services for our backpack or gift drives. We wish we could, but we simply do not have the staff nor volunteer resources to do so.

WHAT DO WE DO WITH LATE GIFTS?

Our agencies begin picking up their gifts on December 17th. Gifts donated after this date are not guaranteed to go to the child listed on the card, instead will be given to children on our waitlist. Gifts can still be brought to our warehouse until December 23 during our open hours and we can assure you that these gifts will be delivered to children in need.

WHAT IF I RECEIVED TOO MANY OR NOT ENOUGH CARDS FOR CHILDREN, ELDERLY OR THE HOMELESS?

When creating our packs of wish cards, we try to balance the needs of the community with the interests of our participants. If your set of cards appears to be out of balance or does not meet your needs, please give us a call.

WHAT IF I CAN'T FIND THE REQUESTED GIFT?

We've worked hard to ensure that all wishes can be found easily and are price/age appropriate. With 60,000 wishes, we realize challenges may occur! If an exact match is not possible, try to stay within the genre of gifts (i.e. toys, athletic wear, electronics) and get something as close as you can. If this still doesn't work for you, give us a call. We appreciate the time you take to fulfill a child's wish!

WHAT IF I LOSE A CARD?

Attach a piece of paper to your gift listing as much information as you can remember from the original card, and we will do our best to match it up at the warehouse.

WHAT DO WE DO WITH LEFTOVER CARDS?

We encourage our hosts to leave the poster display up for as long as possible because late donations are always welcome. However, after the drive, the leftover wish cards can be returned to our office.

I RAN OUT OF CARDS. HOW DO I GET MORE?

Contact our office and we will send more cards ASAP! hosts@familygivingtree.org or (408) 946-3111

WHERE CAN I FIND DIRECTIONS TO THE WAREHOUSE?

The Family Giving Tree website, www.familygivingtree.org, includes both directions to the warehouse as well as a daily schedule and hours of operation.



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