



# Empower. Uplift. Unite.

## 2021 Holiday Wish Drive

## Email Templates

Copy and paste the relevant email message templates below and customize the messages for your group.

### Physical Gift and Virtual Giving Tree Drive Launch

Dear Team,

(Company/group name) is proud to partner with Family Giving Tree, a charitable organization committed to uplifting children and individuals facing financial hardships throughout the Bay Area. Since 1990, Family Giving Tree has delivered over 1.9 million backpacks filled with school supplies and wished-for holiday gifts.

This year's Holiday Wish Drive will be a momentous one. Family Giving Tree has set a goal to fulfill 40,000 wishes, 22,000 Essential Health Kits, and is expected to gift their 2 millionth recipient in December. There are 2 million reasons to join the movement to empower, uplift, and unite for our community and I am writing to invite you to join us as we help them reach this goal by December. We have set our own goal to reach \_\_\_\_\_ so let's work together to reach that target.

You can fulfill a holiday wish in a few ways:

1. Choose a wish card and shop for the specific gift. These wish cards, with the name, age, gender, and wish of a most deserving neighbor in the Bay Area, are located \_\_\_\_\_.
2. Go online and sponsor a wish by visiting [vtree.fgt.org/\\_\\_\\_\\_\\_](http://vtree.fgt.org/). Here, you can select to fulfill a "want" - a fun gift such as a Barbie, or a "Need" such as a winter jacket. You will also have the option to provide an additional donation to include an essential health kit with each gift. The kit will include items such as a toothbrush, toothpaste, floss, face mask, hand sanitizer. Nothing will be shipped to you – Family Giving Tree does all the shopping and packaging on their end. This is a completely contact-free way of giving that you can do from the comfort of your own desks.
3. Choose a donation or gift card envelope. You can either mail in your donation or drop it off with me. Donation envelopes are located \_\_\_\_\_.

Please contact me if you have any questions or visit [www.FamilyGivingTree.org](http://www.FamilyGivingTree.org) for more information about the Family Giving Tree's Holiday Wish Drive. We are excited to work together this season to support our community by uplifting them with hope, joy, and a wished-for gift.

Thank you for your support.

## **Physical Gift Drive Launch**

Dear Team,

(Company/group name) is proud to partner with Family Giving Tree, a charitable organization committed to uplifting children and individuals facing financial hardships throughout the Bay Area. Since 1990, Family Giving Tree has delivered over 1.9 million backpacks filled with school supplies and wished-for holiday gifts.

This year's Holiday Wish Drive will be a momentous one. Family Giving Tree has set a goal to fulfill 40,000 wishes, 22,000 Essential Health Kits, and is expected to gift their 2 millionth recipient in December. There are 2 million reasons to join the movement to empower, uplift, and unite for our community and I am writing to invite you to join us as we help them reach this goal by December. We have set our own goal to reach \_\_\_\_\_ so let's work together to reach that target.

You can fulfill a holiday wish in a few ways:

1. Choose a wish card and shop for the specific gift. These wish cards, with the name, age, gender, and wish of a most deserving neighbor in the Bay Area, are located \_\_\_\_\_.
2. Purchase a gift from Family Giving Tree's Most-Needed gifts.
3. Choose a donation or gift card envelope. You can either mail in your donation or drop it off with me. Donation envelopes are located \_\_\_\_\_.

Please contact me if you have any questions or visit [www.FamilyGivingTree.org](http://www.FamilyGivingTree.org) for more information about the Family Giving Tree's Holiday Wish Drive. We are excited to work together this season to support our community by uplifting them with hope, joy, and a wished-for gift.

Thank you for your support.

## **Virtual Giving Tree Drive Launch**

Dear Team,

(Company/group name) is proud to partner with Family Giving Tree, a charitable organization committed to serving children and individuals most in need throughout the Bay Area. Since 1990, Family Giving Tree has delivered over 1.8 million backpacks filled with school supplies and wished-for holiday gifts.

This year's Holiday Wish Drive will be a momentous one. Family Giving Tree has set a goal to fulfill 40,000 wishes, 22,000 Essential Health Kits, and is expected to gift their 2 millionth recipient in December. There are 2 million reasons to join the movement to empower, uplift, and unite for our community and I am writing to invite you to join us as we help them reach this goal by December. We have set our own goal to reach \_\_\_\_\_ so let's work together to reach that target.

You can fulfill a holiday wish by going online to sponsor a wish by visiting [vtree.fgt.org/](http://vtree.fgt.org/)\_\_\_\_\_. Here, you can select to fulfill a "want" - a fun gift such as a Barbie, or a "Need" such as a winter jacket. You will also have the option to provide an additional donation to include an essential health kit with each gift. The kit will include items such as a toothbrush, toothpaste, floss, face mask, hand sanitizer. Nothing will be shipped to you – Family Giving Tree does all the shopping and packaging on their end. This is a completely contact-free way of giving that you can do from the comfort of your own desks.

Please contact me if you have any questions or visit [www.FamilyGivingTree.org](http://www.FamilyGivingTree.org) for more information about the Family Giving Tree's Holiday Wish Drive. We are excited to work together this season to support our community by uplifting them with hope, joy, and a wished-for gift.

Thank you for your support.

## **Mid-Drive Check-in**

Dear Team,

(Company/group name) is now a few weeks into our Holiday Wish Drive and we are so happy to see the team effort that has poured in so far. We are \_\_\_\_\_% of the way to meeting our goal of \_\_\_\_\_, so let's take advantage of the upcoming holidays to get our group over the line.

Black Friday is coming up soon, so consider taking advantage of the sale opportunities to fulfill those wishes. Have your family join in on the shopping fun to help pick out those gifts.

Consider asking your friends and family to donate a gift by visiting [vtree.fgt.org/](http://vtree.fgt.org/) \_\_\_\_\_ in lieu of contributing to your stash of white elephant gifts this year.

This has been an especially challenging time for our surrounding community, so join (Company/group name)'s effort in being part of a community that cares and make a donation today.

## **End of Drive Wrap-up**

Dear Team,

We made it through the holidays! We are so proud of everyone at (Company/group name) for recently taking part in Family Giving Tree's Holiday Wish Drive. We had set out to meet a goal of \_\_\_\_\_ and are ecstatic to share that we hit/exceeded it! With our help, Family Giving Tree was able to provide \_\_\_\_\_ gifts to children, adults, and seniors this past holiday season. Given the challenges that the health crisis has continued to present, this was a great and very important accomplishment. Everyone deserves the opportunity to feel empowered, uplifted, and united as a community and you should be proud to have been part of that incredible effort.

Thank you for your support and we look forward to coming together again in the new year to continue our philanthropic efforts.