

'Tis the Season to Smile Again

2020 Holiday Wish Drive

Holiday Wish Drive

Thank you for leading a Holiday Wish Drive. This packet contains information that will help ensure the success of your Drive, and we invite you to contact us if you have questions or need additional information.

GIFT DUE DATE

Gifts are due at the South Bay warehouse **Thursday, December 10 and Friday, December 11**. Remote drop-off days are tentatively scheduled for the East Bay, Peninsula, and San Francisco.

Tips For a Successful Drive



Stay connected with your group and share regular updates about your Drive progress.



Have your supporters spread the word. Tag Family Giving Tree in Social Posts. #SeasonToSmile #GiftASmile



Send reminders to donors to submit for donation matching to maximize their giving if your organization offers this.



Coordinate a Launch Party. Think virtual holiday party, wrapping party, cookie baking time, etc.

Help is Available! Visit: www.fgt.org

- **Answers** to your most frequently asked questions
- Downloadable logos and other **Drive Leader resources** to create online messaging or print
- Wish Card and monetary donation **tracking spreadsheets**



Family Giving Tree™

Evelyn Huynh

Community Outreach & Membership
driveleaders@fgt.org
408-946-3111 x226

Other Ways to Get Involved

PARTNERSHIP

Become a Family Giving Tree Partner and continue the legacy of giving to those most in need.

Each partner package is customized to meet the needs and interests of your organization and packages begin at \$2,500.

For more information about becoming a Family Giving Tree Partner, please use the contact information below.

CREATE A VIRTUAL GIVING TREE!

If you haven't already signed up for one, a **Virtual Giving Tree (VGT)** is a simple way for your employees, members, customers and friends to donate. VGTs are a great alternative for donors who might be unable to purchase a physical gift or prefer to donate online.

FEATURES

- A unique, branded webpage.
- The ability to accept donations throughout the Drive and after the deadline for physical goods has passed.

SET-UP IS EASY!

- Follow set-up instructions from your email.
- Virtual Giving Trees go live in early November and will continue to **accept donations through January 15**. Donations received by January 15 will be included in Family Giving Tree's awards calculations. After the deadline, donations will be rolled-over to the 2021 Holiday Wish Drive.

Monetary Donations – By Cash or Check

Accepting monetary donations is an important piece of what we do as an organization, and we want to make sure our donors' intentions are honored.

NOTE: To receive "credit," your organization's name must be included with all financial donations. Donations received by January 15th will be included in Family Giving Tree's awards calculations.

HOW DO I TURN IN CHECK DONATIONS?

- **Mail checks** to:
Family Giving Tree Inc.
PO Box 399424
San Francisco, CA 94139-9424

HOW DO I TURN IN CASH DONATIONS?

- Please do NOT mail cash.
- **Cash donations** may be dropped off in the secure boxes located at the warehouse. Use the manila envelope provided.
- If you collect cash, **track cash donations on our Donation Tracking form** which can be found on our resources page at fgt.org/hwd-resources. Please return this form in the envelope along with your monetary donations.

CORPORATE MATCHING GIFT PROGRAMS

Does your organization have a matching program? If so, please share this information with your employees. Those extra dollars go a long way toward fulfilling wishes.

DONOR TAX RECEIPT INFORMATION

- For every donation of \$10 or more, a donor will receive a receipt by email if the following information is provided with the donation: donor name, complete email address, donation amount and gift date.
- Tax receipts for donations of gifts can be found on our website under "Support FGT"
- For tax purposes, donations must be dated by December 31st to provide a tax receipt for that tax year.

QUESTIONS?

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408.946.3111 x 210

Amelia Johnson
Development Officer
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Holiday Wish Drive

Making Your Job Easier

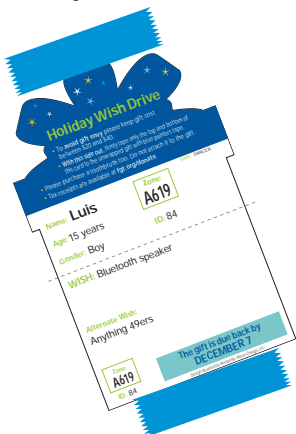
(This information applies only to requested physical wish cards.
If you are running a virtual drive only, please continue on to the next page.)

1. A **December 7 due date** is prominently printed on the card so gifts are returned to you in time to get organized for any of our Drop-off Days. Be sure to check the calendar on the Holiday Wish Drive Resources page of our website for the most up to date information on location and times.
2. The cards are **perforated** to assist our agencies in gift distribution. Please tell your donors to **return the full card** with the gift. The top of the card should not be separated from the bottom of the card for any reason.

Other items we'd like to call your attention to are noted below.



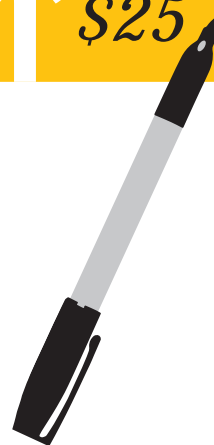
With the wish side facing out, ask donors to attach the top and bottom of the card to the gift using blue painters tape. Keep a roll of blue tape near your drop-off area to help make this easy.



Remind donors to include a tooth-brush donation when they drop off the gift (but don't attach it to the gift.)



For gift, grocery and store cards, please **mark the loaded value on the card itself** – a Sharpie works great – and include the receipt.



Ask donors to place monetary donations and gift cards in the collection envelope provided. You'll find a label on our resources page. And be sure to write your organization name on the back of the donation card envelopes so your Drive gets the credit.



FAQs

WHEN ARE GIFTS DUE AT THE WAREHOUSE?

Gifts should be delivered to Family Giving Tree's warehouse **by Friday, December 11**. Earlier deliveries on December 8 and 9 are welcome. A Due Date of December 7 has been printed on all the wish cards to help ensure that you can return as many gifts as possible by December 11th. Why? Because agency pick-ups begin a few days later and there's lots to do to get gifts ready. **Please count your gifts and complete the drop-off form (link provided in your registration form or available to download on the resources page).**

This year we are tentatively planning to have drop-off points set up in SF, in the East Bay and on the Peninsula, along with our warehouse. Please visit the website during mid-November for details on remote drop-off availability and the warehouse address.

Please note: gifts may be dropped at remote locations **only** on the date specified.

WHY DO I NEED TO COMPLETE THE WAREHOUSE DROP-OFF FORM?

Completing the form helps us count and track all the gifts we receive. It makes our job in the warehouse much easier and ensures that your group receives the proper credit for your generous donation.

DOES FAMILY GIVING TREE PICK UP GIFTS FROM DRIVE LEADERS?

No. Unfortunately, the Family Giving Tree does not have the resources to pick up from the hundreds of Drive Leaders who support us.

WHAT DO I DO WITH LATE GIFTS?

Our partner nonprofit agencies will begin gift pick-up from the Family Giving Tree warehouse on December 13. Should you find yourself with late donations, please do drop off those gifts at Family Giving Tree's warehouse as soon as you can. Please review the calendar for warehouse hours.

WHEN WILL THE VGTS BE LIVE?

Your customizable Virtual Giving Tree page will be live from early November through January 15th. You will receive a login/setup email a few days prior to VGT launch in early November or within 1-2 business days if you registered for a VGT after early November. This will contain the information you need to log into your VGT page, upload a logo, customize a message, and set a campaign goal.

WHAT IF A DONOR CANNOT FIND THE REQUESTED GIFT?

We have worked hard to ensure all wishes can be found easily and are both price & age-appropriate. If a donor is unable to find the wish on the card, ask them to choose an alternative gift within the same genre of the original wish (e.g. toys, athletic wear, electronics). If they still find that they are unable to fulfill the wish, please have them contact us at 408-946-3111 or email at info@fgt.org. We appreciate the time they take to fulfill each wish.

WHAT IF A DONOR LOSES A WISH CARD?

Please have the donor attach a piece of paper to the gift, listing as much information as you can recall from the original wish card. Tip! Ask donors to take a photo of the card with their phone – just in case.

WHAT DO I DO WITH LEFTOVER WISH CARDS?

Please return leftover cards in an envelope labeled with your group's name to the warehouse or Milpitas office.

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

Please contact us ASAP for more cards by emailing driveleaders@fgt.org.

WHY ARE DONORS ASKED TO CONTRIBUTE A TOOTHBRUSH?

Like so many other things, families experiencing financial hardship cannot afford the cost of dental care. Therefore we ask our donors to give a toothbrush to provide at least some measure of dental hygiene.

For more FAQs, please visit fgt.org/holiday-wish-drive/hwd-faqs