

'Tis the Season to Smile Again

2020 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 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, for their 30th annual Holiday Wish Drive, Family Giving Tree has set a goal to fulfill holiday wishes and give 40,000 gifts to local children, adults and seniors in need and our group has committed to take part. I am writing to invite you to join us as we help them reach this goal by December 7th. 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 person in need, are located _____.
2. Go online and sponsor a wish by visiting 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, 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 for more information about the Family Giving Tree's Holiday Wish Drive. We are excited to work together this season to support our community in need by delivering hope and joy. Let's help make this the season to smile again.

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 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, for their 30th annual Holiday Wish Drive, Family Giving Tree has set a goal to fulfill holiday wishes and give 40,000 gifts to local children, adults and seniors in need and our group has committed to take part. I am writing to invite you to join us as we help them reach this goal by December 7th. 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 person in need, 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 for more information about the Family Giving Tree's Holiday Wish Drive. We are excited to work together this season to support our community in need by delivering hope and joy. Let's help make this the season to smile again.

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, for their 30th annual Holiday Wish Drive, Family Giving Tree has set a goal to fulfill holiday wishes and give 40,000 gifts to local children, adults and seniors in need and our group has committed to take part. I am writing to invite you to join us as we help them reach this goal by January 15th, 2021. 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/_____ 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, 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 for more information about the Family Giving Tree's Holiday Wish Drive. We are excited to work together this season to support our community in need by delivering hope and joy. Let's help make this the season to smile again.

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/ _____ in lieu of contributing to your stash of white elephant gifts this year.

This has been an especially challenging year for our surrounding community in need, 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 in need this past holiday season. Given the challenges that the health crisis presented, this was a great and very important accomplishment. Everyone deserves to live with dignity and feel like they matter, so we are grateful to have been able to help do that for neighbors in our community who needed it.

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