



Family Giving Tree™

**2022 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 Bay Area nonprofit that bridges those who can give (that's us) with those in need of educational support, gifts, and volunteerism. Since 1990, Family Giving Tree has delivered over 2 million supply-filled backpacks and wished-for holiday gifts to Bay Area individuals and families in our community. The impact of a wished-for gift can lift a family's spirits and allow them to create holiday memories and celebrate the season.

This season, we will be building a bridge of kindness and joy with Family Giving Tree by aiming to provide \_\_\_\_\_ gifts towards their 40,000 gift goal. We have from now through early December to come together and 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, and wish of a most deserving individual in the Bay Area, are located \_\_\_\_\_.
2. Shop for an item from the [Most Needed Gifts list](#).
3. Go online and fund a wish by visiting (VGT URL) Here, you can select to fulfill a gift for a special someone in the community without having to leave the comfort of your home. 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.
4. 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 [fgt.org](http://fgt.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 kindness, joy, and a wished-for gift.

Thanks for your support!

## Physical Gift Drive Launch

Dear Team,

(Company/group name) is proud to partner with Family Giving Tree, a Bay Area nonprofit that bridges those who can give (that's us) with those in need of educational support, gifts, and volunteerism. Since 1990, Family Giving Tree has delivered over 2 million supply-filled backpacks and wished-for holiday gifts to Bay Area individuals and families in our community. The impact of a wished-for gift can lift a family's spirits and allow them to create holiday memories and celebrate the season.

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1. Choose a wish card and shop for the specific gift. These wish cards, with the name, age, and wish of a most deserving individual in the Bay Area, are located \_\_\_\_\_.
2. Shop for an item from the [Most Needed Gifts list](#).
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 [fgt.org](http://fgt.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 kindness, joy, and a wished-for gift.

Thanks for your support!

## Virtual Giving Tree Drive Launch

Dear Team,

(Company/group name) is proud to partner with Family Giving Tree, a Bay Area nonprofit that bridges those who can give (that's us) with those in need of educational support, gifts, and volunteerism. Since 1990, Family Giving Tree has delivered over 2 million supply-filled backpacks and wished-for holiday gifts to Bay Area individuals and families in our community. The impact of a wished-for gift can lift a family's spirits and allow them to create holiday memories and celebrate the season.

This season, we will be building a bridge of kindness and joy with Family Giving Tree by aiming to provide \_\_\_\_\_ gifts towards their 40,000 gift goal. We have from now through early December to come together and reach that target.

You can fulfill a holiday wish by going online and fund a wish by visiting (*VGT URL*)

Here, you can select to fulfill a gift for a special someone in the community without having to leave the comfort of your home. 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 [fgt.org](http://fgt.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 kindness, joy, and a wished-for gift.

Thanks for your support!

## Mid-Drive Check-in

Dear Team,

(Company/group name) is well underway into our Holiday Wish Drive activities and we are thrilled to see all the kindness that has poured in. 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. Check those ads and let's get a shopping plan going!

Consider asking your friends and family to donate a gift by visiting *(VGT URL)* in lieu of contributing to your stash of white elephant gifts this year.

Our Bay Area community can really use an extra dose of kindness and joy this season, 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 over \_\_\_\_\_ gifts to children, adults, and seniors in our beloved Bay Area this past holiday season. We helped bridge our community with kindness and joy with holiday gifts and (Company/group name) couldn't be prouder.

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