



Family Giving Tree™

2022 Holiday Wish Drive

Helpful Tips for Launching a Holiday Wish Drive

Plan Your Calendar

Once you've registered as a Drive Leader, you've taken the first big step towards success! When you signed up, you decided to run a physical Drive, a Virtual Drive, or both. See below for information that will help you develop a timeline for each type of Drive.



Physical Gift Donation Drive

If you requested wish cards, you should expect to receive them at the beginning of November. If you prefer to not receive wish cards and distribute our **"Most Needed Gifts"** list instead, this is available now in the Drive Leader Hub. If you use this list in lieu of wish cards, please let us know that you'd like to opt-out of receiving wish cards ASAP by emailing driveleaders@fgt.org. All gifts are due back to our warehouse by December 8th, so you will want to communicate a due date that is earlier to ensure you have time to collect and drop gifts off.



Virtual Giving Tree

The Virtual Giving Trees will be live during the first week of November. You will receive a setup/login email a few days prior (check your spam). Once you log into your VGT, you have the option to upload your logo, customize your page message, and set a goal. This will take minutes to do, so you can choose to launch your VGT as soon as you have the page set up the way you want it.

Your VGT will be live through January 13th, 2023. If you prefer to end your Drive sooner, you can communicate and have your group work towards your own targeted end date.

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(Helpful Tips Continued)

Leverage Your Resources

The Drive Leader Hub has many different resources that you can download and use to help promote your Drive or help make operationalizing your Drive easier. Look through the different sections and download what you'd like to use. Feel free to customize your resources as you see fit. We also provide our logos if you'd like to generate your own promotional materials.

Set Goals

Set a donation goal for your group to give your donors something to collectively work towards. If you are part of a corporation or business that can get donations matched, use that to encourage donors to give and make your goal more ambitious.



If you are a returning Drive Leader, take the leap and see if you can hit a target goal that is at least 10% more than last year's Drive. If you can't find your results from last year, reach out to driveleaders@fgt.org to ask!



Have an Official Kick-off

Generate excitement for the Drive by conducting a kick-off. You can host an in-person or virtual kick-off event, or send a really amazing kick-off email to everyone in your group – whatever works best for you! This is the time to share information about Family Giving Tree, share why your group has decided to join the effort to lift our community, and next steps on how they can take part.

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Expand Your Network

Anyone can give to your Drive, so make plans to share the opportunity with clients, vendors, family, and friends. All donations you bring in, regardless of who the donor is, will be credited to your organization. Leverage your social network to get the word out. Tag us, use our hashtags (#EmpowerUpliftUnite #BridgeWithKindness #BridgeWithJoy), and we'll do our best to re-share the message.



Connect with your Teams

Be sure to check in with your team with updates at least once or twice during your Drive. Between early November and the second week of December, there is a multitude of opportunities to promote giving, so leverage them! Black Friday shopping (Friday, November 25th), Giving Tuesday (Tuesday, November 29th), Holiday gifting by doing good – the possibilities are nearly endless!

Build bridges in our community!
Share your stories of kindness and joy throughout the drive with us on MemoryFox!



Celebrate Your Efforts

Plan to have a wrap-up email or event to celebrate a job well done! If you dropped off donations, be sure to take some pictures and share those with your group (and us through MemoryFox!) as part of your wrap-up. Drive results will be shared with you in late January after the Drive concludes and we've reconciled all the donation totals.

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