

# Empower. Uplift. Unite.

*Lifting Spirits. Spreading Joy.*



## Helpful Tips for Launching a Holiday Wish Drive

### Mark Your Calendars!

On **October 4<sup>th</sup>** our Drive Leader registration will go live! This will become your first step toward running a successful Drive. Upon registering, you will be given options that will enable you to run a physical Drive, a Virtual Drive (VGT), or both! The following information will assist you in creating a timeline for your goal of **Lifting Spirits** and **Spreading Joy** this holiday season!



### Running a Physical Gift Donation Drive

If you requested wish cards in your Drive Leader registration, you should expect to receive them at the beginning of November. If you have chosen **not** to receive wish cards, you can donate directly from our Most Needed Gifts list, available now within our Drive Leader Hub. If you requested wish cards but prefer to use this list in lieu of wish cards, please notify us by emailing [driveleaders@fgt.org](mailto:driveleaders@fgt.org) to opt out of receiving wish cards. All gifts for this holiday season will be due back to our warehouse by December 7<sup>th</sup>, so be sure to communicate this date with your family, friends, and donors to allow for proper gift collection and drop off.

### Running a Virtual Giving Tree

Virtual Giving Trees will go live beginning on **November 1<sup>st</sup>**! A few days prior to this date, you will receive a setup email that contains your login information (please be sure to check your spam). Upon logging into your VGT, you will be able to customize your page by choosing a logo, creating a page message and setting a goal. These steps are completely optional but are a breeze to perform! Your VGT will be live through **January 12<sup>th</sup>, 2024** but if you prefer to end your Drive sooner, you should communicate your preferred end date to your group, so that they may get all their donations in before you close down your VGT.



## Helpful Tips (Cont'd)

### 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. Take a moment to 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.

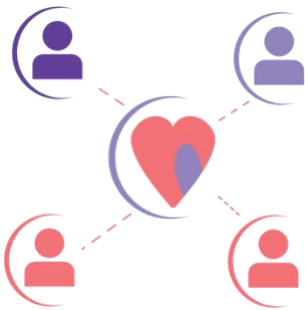


### Set Goals!

Setting a donation goal is an important step in giving your donors an important objective to collectively work towards. If your business or corporation matches donations, we suggest using this information 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](mailto:driveleaders@fgt.org) to ask!

### Have an Official Kick-off

Generate excitement for your Drive by conducting a kick-off. You can host an in-person or virtual kick-off event, or even send an 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.



### Expand Your Network

Anyone can give to your Drive, so make plans to share this special 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 by using our hashtags (#EmpowerUpliftUnite #LiftingSpiritsSpreadingJoy #LiftingSpirits #SpreadingJoy), and we'll do our best to re-share the message!

## Helpful Tips (Cont'd)

### The Importance of Connection

It's important 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 24th), Giving Tuesday (Tuesday, November 28th), holiday gifting by doing good – the possibilities are nearly endless!

### Celebrate Your Efforts!

Plan a thoughtful wrap-up email or fun event to celebrate a job well done! If you dropped off donations, be sure to take pictures and share the experience with your group (and us through [MemoryFox!](#)) as part of your wrap-up. To gain knowledge of your full Drive results, we will reconcile all donation totals to share with you in late January after the Drive concludes.

