

Empower. Uplift. Unite.

Lifting Spirits. Spreading Joy.



Family Giving Tree™

2023
Holiday
Wish
Drive

Thank you for choosing to lead a Holiday Wish Drive!

This packet contains information and helpful tips that will assist in your journey conducting a successful Drive. Along the way, if you have any additional questions or need assistance, please do not hesitate to contact us at any time.

GIFT DUE DATE

Gifts are due at the South Bay warehouse Tuesday, December 5 through Thursday, December 7. 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 by sending regular updates and reminding donors to maximize their giving through corporate matching.



Make your drive accessible. Set-up a Virtual Giving Tree (VGT) to make donating available to everyone, regardless of where they are.



Have your supporters spread the word. Tag Family Giving Tree in Social Posts.
#EmpowerUpliftUnite
#LiftingSpiritsSpreadingJoy
#LiftingSpirits
#SpreadingJoy



Coordinate a Launch Party. Think virtual or in-person holiday party, wrapping party, cookie baking time, etc.

Help is Available! www.fgt.org

- **Answers** to your most frequently asked questions
- **Downloadable logos, images, and other resources** to create online and print messaging via our Drive Leader Hub
- Donation **tracking spreadsheets**

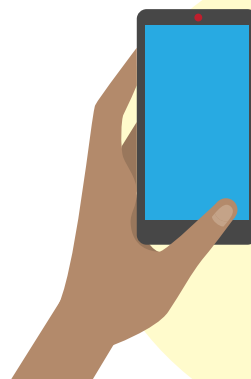
Share special moments with us!

We've created a page for you to easily share images and videos with us. Scan the QR code and follow the steps!



Family Giving Tree™

Ashley Jacques
Community Drive Coordinator
driveleaders@fgt.org
(408) 946-3111 x 212



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.)

A reminder is prominently printed on the wish card so gifts are returned to **you** in time to get organized for any of our Drop-off Days between December 5 – 7. Please clearly communicate to your group where and when to drop donations off to **you**. Stay tuned to your email in mid-November for complete drop-off information and instructions.

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 clear tape. Keep a roll of clear tape near your drop-off area to help make this easy.



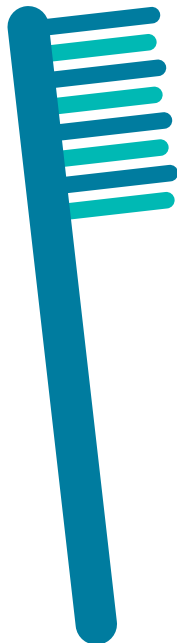
Remind donors to include a pre-packaged tooth-brush donation. They should attach it to the gift (not the gift card) with clear tape.



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. And be sure to **write your organization name on the back of the donation card envelopes** so your Drive gets the credit.



Other Ways to Get Involved

PARTNER WITH FGT

Deepen your company's legacy of giving to share kindness in the community through a sponsorship or employee-engagement event.

We'll help tailor a partnership experience that best aligns with your needs and interests. Benefits packages begin at \$2,500.

For more information about Family Giving Tree Partnerships, please contact:

Margarita Galindo
Institutional Giving Officer
408-946-3111 x207
margarita@fgt.org

CREATE A VIRTUAL GIVING TREE!

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 branded, customizable webpage with tracking tools designed to make your job easier.
- Accept donations throughout the Drive and past the earlier deadline for physical gifts.
- A contactless alternative for those who do not wish to go out and shop for a gift.

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 12**. Donations received by January 12 will be included in Family Giving Tree's

awards calculations. After the deadline, donations will be rolled-over to the 2024 Holiday Wish Drive.

DONOR PRIVACY POLICY

As a Drive Leader, you are given access to private information about those who have donated to your Virtual Giving Tree. Please remember that this information should not be shared with anyone not involved with leading your Drive. It cannot be used for any other purpose other than to further your fundraising efforts, such as matching or following up to thank donors. For any questions regarding the donor privacy policy, please contact Amelia Capsuto amelia@familygivingtree.org

VOLUNTEER IN THE WAREHOUSE

- You get to reserve up to 15 warehouse volunteer slots before the general public. Bring your group to help sort, organize, and wrap gifts in our South Bay warehouse.

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 12 will be included in Family Giving Tree's awards calculations (all Drive Leaders are automatically considered for awards given at the end of the season).

HOW DO I TURN IN CHECK DONATIONS?

- **Mail checks** to:
The Family Giving Tree
PO Box 889424
Los Angeles, CA 90088-9424

HOW DO I TURN IN CASH DONATIONS?

- Please do NOT mail cash.
- **Cash donations** may be dropped off in the secure boxes at the warehouse or handed to an FGT staff member at remote drop-offs.
- If you collect cash, **track cash donations on our Donation Tracking form** which can be found at familygivingtree.org/hwd-promote. Please return this form in the envelope along with your monetary donations.

DONOR TAX RECEIPT INFORMATION

- For every donation of \$10 or more, a donor will receive a receipt by email if the following information is

CORPORATE MATCHING GIFT PROGRAMS

Add your organization to the *Double the Donation* database to make online donation match submissions quicker and easier. Those extra dollars go a long way toward fulfilling wishes.

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 "Give".
- For tax purposes, donations must be dated by December 31st to provide a tax receipt for that tax year.

QUESTIONS?



Charlotte Wood
Director of Marketing
and Development
Charlotte@fgt.org

Amelia Johnson-Capsuto
Development Manager
Amelia@fgt.org

FAQs

WHEN ARE GIFTS DUE AT THE WAREHOUSE?

Gifts should be delivered to Family Giving Tree's warehouse **by Thursday, December 7**. Agency pick-ups begin a few days later and there's lots to do to get gifts ready.

All drop-offs will be via appointment only. You will receive an email that will clarify all gift guidelines and include full instructions on how to sign up for your drop-off appointment via SignUpGenius, as we draw closer to drop-off week.

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 locations and the warehouse address.

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 11. Should you find yourself with late donations, please email driveleaders@fgt.org to schedule an appointment to drop off those gifts at Family Giving Tree's warehouse as soon as you can. Please review the calendar on the Drive Leader Hub for warehouse hours.

WHEN WILL THE VGTS BE LIVE?

Your customizable Virtual Giving Tree page will be live from early November through January 12. 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 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 they can recall from the original wish card.

WHAT DO I DO WITH LEFTOVER WISH CARDS?

Please discard any wish cards that are unfulfilled. Rest assured, we will make sure each person registered for a gift receives one.

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 PRE-PACKAGED 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 pre-packaged toothbrush(es) to provide at least some measure of dental hygiene.



TIP! Ask donors to take a photo of the card with their phone — just in case.

For more FAQs, please visit fgt.org/our-programs/holiday/hwd-faqs

