



2019 Holiday Gift Project Report – 62nd Annual

Another year, another successful project. The following is a summary of activity, statistics and recommendations for next steps.

Starting July 1, the senior living facilities and Health and Welfare were contacted in regard to the timeline for the 2019 project. Entities indicated their willingness to participate. Initially, we had 13 senior living facilities apply to participate. However, by fall a new facility which had been added was dropped as the contact had left and no response from the facility was received.

By early September 11, Sorooptimist Ambassadors had contacted their respective facilities with the timelines, gift guidelines, and spreadsheet template. By the first week in October most facilities had responded with their electronic gift lists. Ambassadors complete the first review and corrections to the lists, submitting to the Project Coordinator who completed the second list review. After clarifications and corrections were made, the lists were sent to the Gift List Coordinator, who made the final review and corrections, plus merged the lists for the Idaho Statesman and the Gift Sorting Coordinator.

Starting in May, new platforms for the Shopping Cart were reviewed. SignUp Genius was selected due to its user-friendly interface. Several club members tested the platform and made suggestions. The Gold Level Premium at \$20.75 per month for 3 months was selected as it allowed 10 signup lists with no advertising. Three signup lists were created for Fosters and four for Seniors. About \$100 was spent in total on the platform. It was discovered, the lists could be re-ordered, but should not be removed from sight as community members came back to review their orders.

On Day 10 after the Shopping Cart opened, all of the remaining gift card requests were removed from the list, to purchase via Scrip. After this, there were only three items remaining on the Fosters list. About 130 senior items remained, which were purchased via Amazon online. The only local shopping required was for local gift cards not available through Scrip which was easily accomplished.

The Gift Drop Off Sites included the five standard bank locations, plus the Chamber of Commerce as a new location. There seemed to be more folks this year who did not get their gifts delivered in time. Club members and community



members assisted with gift pick up and drop off at ServiceMaster. One site commented they received a lot more gifts this year than in the past.

Gift Sorting. This is the last year ServiceMaster will be used as a gift storage and sorting site. One strategy implemented this year was a designated receiving area on the day of the sorting party. This helped alleviate the issue of forgotten gift items. There were three different activity areas: Receiving, New Gift, Facility Inventory and Bagging. We had 10 club members helping, along with 8 members from SI Treasure Valley plus family and community volunteers. This seemed to be a good number. The activity was finished by noon.

Facilities picked up their gift bags on Monday, December 16. There was one facility that did not get a majority of its gifts. This was quickly resolved, because one of the group gift buyers had not delivered their gifts, so they were directed to deliver the gifts on Monday to the facility.

Group Gift Buyers. There were about six groups (schools, businesses, churches) who requested early gift lists. One group did not get all of their gifts delivered on time for the sorting party, but eventually was matched with the facility. There is opportunity for more group gift buyers next year as data gathered from SignUp Genius showed 19 people who selected 20 or more gifts.

Public Relations. This year, the effort to conduct a social media campaign during the project, demonstrated this is a good tool to connect with potential donors. A list of 11 posts for social media posts was created and distributed to members for posting on their favorite social media. The SI Boise Facebook Page also posted these notes and encouraged members and friends to share. Eight of the Facebook posts had an average reach of 332 people. Facebook, Twitter, and Next Door were the most used forms of social media.

Anna Silvers from ABC Affiliate TV contacted SI Boise, but the communication was not received in time to coordinate an interview. The Project Coordinator spoke directly with Anna and will make it a point to reconnect with her in Spring of 2020 to strategize a media campaign.



Statistics

Gift Requests

- 411 Foster Children x 2 gifts each = 822 gifts
 - girls 51.5% -- boys 48.5%
- 571 Seniors x 2 gifts each = 1,138 gifts
 - 348 women 60.9% - 223 men 39.1%
 - 12 Senior Living Facilities
- Total Gift Requests: 1,960
- 250 individuals selected gifts
- Highest level of activity was on 11/28/2019, with moderate activity between 11/29 and 12/05, and light traffic between 12/06 and 12/13.

Monetary Donations

Income	FOSTERS	SENIORS	Service	TOTALS
2019 Income	\$ 1,600.00	\$ 4,207.00	10	\$ 5,817.00
2919 Carry Forward	\$ 2,999.71	\$ 909.88		
Total	\$ 4,599.71	\$ 5,116.88		\$ 9,716.59
Expenses	\$ 2,869.95	\$ 4367.03		
Total	\$ 2,869.95	\$ 4,367.03		\$ 7,236.98
Carry Forward for 2020	\$ 1,729.76	\$ 749.85		\$ 2,479.61

Hours About 400 over a 6 month period (17 members)

Project Coordinator	100
Ambassadors (11)	110
Gift List Coor.	50
Sorting Coor.	100
Gift Col Site Coor	30
Thank You	10

Recommendations:

1. *Rethink the Ambassador Program.* Suggestions include
 - a. Implementing training for new Ambassadors, with emphasis on building a relationship with the facility activity director.
 - b. Ambassadors need to contact the facility at least three times during the month of September to ensure there are no snags.
 - c. List editing is an issue, need more training.
 - d. At least three facilities would like to be added. A decision is required.
 - e. Would it be better to have 2-3 people handle this aspect?

2. *Gift List.*
 - a. Recommend asking local businesses for 10-25 \$25 gift cards to fill requests. Do this by end of March 2020. Suggest reaching out to the following businesses: Walmart (25), Target (25), Blue & Orange (5), BoxLunch (5), Hot Topic (5), Vans (5), Zumiez (10), Urban Air (5), Wahooz (5), Hobby Lobby (10), Baskin Robbins (5), Jimmy John's (5), Dollar Tree (10), Cabela's (5), Game Stop (5), Dutch Brothers Coffee (15), Ross (10), Regal Cinema (10).
 - b. Moving the completed signups to the end of the tab list will keep the majority unclaimed gifts accessible.

3. *Shopping Cart.*
 - a. Include directions for using the cart, searching, tips for selecting multiple gifts from different tabs, and reminding to select the option of receiving an email for a reminder of gifts and gift drop off locations.
 - b. Contact the individuals who selected more than 20 gifts to see if they would like to be notified in early November and provided shopping lists.
 - c. Move the completed sign-up to the end of the tab list.
 - d. Keep the gift drop off location on the front pages of the sign-up lists, even after they are completed.



4. *Gift Drop Off Sites.*

- a. Recommend a central site be selected for late gift drop offs for a week after the project ends.
- b. Increase coordination between members picking up gifts from collection sites and the Sorting Site Coordinator.
- c. Look into option for cash donations to be dropped off at the bank.
- d. Check into other online options for monetary donations – pay pal, Facebook Cause (perhaps start that earlier in the project), Amazon Smiles.

5. *Sorting Site.*

- a. Secure new sorting site by June, 2020.
- b. Pre attach labels to the bags for each facility – maybe on Friday.
- c. Do not re-inventory Foster Gift Items.
- d. Schedule members for helping on Thursday and Friday before the sorting party to help the Sorting Site Coordinator.
- e. Schedule members to help on Monday during pick up.

6. *Group Gift Buyers.*

- a. Reach out to individuals who selected 20 or more items to offer early pull and shopping as a benefit.
- b. Follow-up with group gift buyers to ensure deliver of gifts on time and/or the day of the sorting party.
- c. Send this year's group gift buyers a short survey to get feedback on the process.

7. *Public Relations.*

- a. Connect with Anna Silvers in Spring of 2020.
- b. Redo the social media posts for 2020.
- c. Identify social media platforms to connect with people.
- d. Connect with other media to strengthen exposure.
- e. Identify potential partners through Chamber Contacts and other means for creating a community platform for the project.