



2015 Sponsor-A-Child Campaign

@EMPTYSTOCKING | #JOYTO THEIRWORLD | EMPTYSTOCKINGFUND.ORG



Yes, Atlanta, there is a Santa Claus.

Dear Sponsor-A-Child Ambassador,

Thank you for volunteering to lead your company's 2015 Sponsor-A-Child Campaign benefitting The Empty Stocking Fund!

Our theme this year is, "Yes, Atlanta, there is a Santa Claus." Through the generous support of our donors, we will be able to make sure 50,000 underprivileged children in the Atlanta community receive presents this holiday season. The average cost to sponsor each child is \$20.

When your campaign has ended, please contact me to arrange a convenient time to transfer the donations you've raised. In the meantime, if there is any additional information I can provide, please don't hesitate to ask.

Regards,

Manda Hunt

Manda Hunt, Executive Director
404-876-8697 | Info@Emptystockingfund.org

MY GOAL IS TO HELP YOUR CAMPAIGN BE A HUGE SUCCESS. I'VE INCLUDED SEVERAL TOOLS IN YOUR PACKET TO HELP YOU GET STARTED. YOU CAN ALSO DOWNLOAD EACH TOOL BY CLICKING ON THE FILE NAME:

- Email Sample**
Personalize your email to send to employees at your company. This email will provide a brief overview of the Sponsor-A-Child Campaign and how to contribute.
- Campaign Poster**
We included 8.5 x 11" and 11 x 17" posters for you to print. We suggest hanging these posters in the breakroom; on the elevator or anywhere else you think employees will see it.
- Stocking Cards**
Co-workers who donate can write their name on a card. You can display these cards anywhere in your office to help motivate other employees to donate.
- Tips and Suggestions**
These tips can help motivate your employees to get involved and donate.
- Donation Log**
Please use this to keep track of all donations received and return to us when your campaign has ended.
- Donation Receipts**
These can be provided at a donor's request for tax deduction purposes. Distribution is not required.



Yes, Atlanta, there is a Santa Claus.

Sponsor-A-Child Campaign: EMAIL SAMPLE

Subject Line Options:

- **Let's be good for goodness sakes!**
- **Let's fill their stockings with care.**

Body Copy:

I am excited to announce that this year (Your company name) is supporting The Empty Stocking Fund, a local non-profit organization that extends holiday cheer to more than 50,000 underprivileged Atlanta children.

You can get involved in a big way! For every \$20 we raise, an Atlanta child will receive three brand new toys, a clothing item and a book. For many of these children, these are the only gifts they will receive.

Please help us bring the magic of the holidays to Atlanta's children by making a donation to (Your company name)'s Sponsor-A-Child Campaign. I can collect cash or check donations, or you can donate online [here \[link to: https://www.givedirect.org/give/givefrm.asp?cid=260\]](https://www.givedirect.org/give/givefrm.asp?cid=260) - just be sure to select (Your company name) from the program area list.

Let's play the part of Santa Claus for these children and make their holiday season bright!

Thank you,

(Your name here)



Tips and Suggestions



Leadership Buy-In

Get your leaders' support and get them talking about it. Better yet, have them issue challenges and offer incentives (matching gifts, etc.). One good way to do this is to bring them down to Santa's Village to see what it's all about. Please contact us to schedule an appointment and we'll be glad to give you a VIP tour.



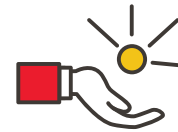
Change Collections

Have a day where everyone drains their jars, pockets and cars for an office change collection. Once collected, bring it down to any Delta Community Credit Union to deposit directly into The Empty Stocking Fund's account. Our account number is 880031577. Once deposited, please email us at info@emptystockingfund.org so we know to credit the donations to your organization's campaign.



Denim Days

From business-corporate to business-casual companies, the opportunity to wear comfy jeans is very appealing. Offer employees an opportunity to do so with a donation of a given amount to The Empty Stocking Fund.



JROTC Cadet Canvassing

If you have a larger office, we can arrange to have uniformed JROTC cadets onsite to walk around and collect donations. If you would like to have these sharp-dressed young representatives at your office, please contact LTC Rob Rooker at 404.802.5885



Create Some Healthy Competition

Get floors or departments to compete for your fundraising goal.



Bake Sales, Raffles for Products, Services or Gift Cards

Everyone has perfectly good stuff or gift cards they don't need lying around. Collect the items then sell raffle tickets to raise money.



Sponsor-A-Child Campaign Donation Receipt
Federal ID # 23-7159125

Thank you for helping The Empty Stocking Fund bring the spirit of the holidays to tens of thousands of metro Atlanta's neediest children!

Name:		Pmt. Method:		<i>This receipt is to be used for all cash and check contributions. Donations made online will receive a receipt via email.</i> <i>The Empty Stocking Fund is a 501(c)(3) non-profit organization. No goods or services were received by the donor in exchange for this donation.</i>
Date:		Check No.		
Amount:				

The Empty Stocking Fund | 1975 Century Blvd., Suite 16 | Atlanta, GA 30345 | (404) 876-8697



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