



HP4K Holiday Hat Trick

A 3-part program to benefit local kids on a greater level.

The **Holiday Hat Trick** is an initiative that raises money for children in need who would not normally receive gifts during the holiday season. It benefits a local organization through three different groups: players, owners, and the community.



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How to Begin

First, and foremost, you must decide which local community group you would like your team to partner with. Find who you believe to be the most in need this holiday season.

🌀 Organizations to consider

- ✓ Women's shelters
- ✓ Orphanages
- ✓ Crisis Centers
- ✓ Your local Boys and Girls Club
- ✓ Big Brothers Big Sisters
- ✓ Schools in bad neighborhoods

*Speak with your team's Community Relations person. They may already have a list of possible organizations as well as a contact person. More than likely your team already has a great relationship with local charities. Use all of your resources.

Approaching the Organization

Start early! Many organizations have a Board of Directors that something like this may need to be approved through. Early November is a great time to initially contact them, though you could wait longer as long as all aspects of the program can be completed in time.

Address issues like:

- 🌀 Which age group of kids will be chosen?
- 🌀 The number of participating kids.
 - ✓ One child per player is best - although choose whichever number you think your team is capable of providing a quality amount of gifts for.
- 🌀 Rules the organization may have in terms of child interaction.
- 🌀 Legal issues of working with chosen kids.
 - ✓ Some shelters do not allow photos taken of kids' faces.
- 🌀 Timeline for the program.
 - ✓ Distribute gifts before or after the actual holiday?
- 🌀 Who will be the ones actually distributing gifts?
 - ✓ Some women's shelters prefer to have mothers pass out gifts rather than the organization providing the gifts.
 - ✓ Will there be a holiday party including the team?

Secure your programs details early on to ensure the rest runs smoothly.

Once you have chosen your beneficiary:

Approach teammates, coaches, team personnel, etc. and have a quick meeting to explain what the idea is and how everyone can help. Give dates, goals for money raised, how they can help, whom this is for (*Organization X*) and **why** it is so important for your team to do this.

Have *Organization X* give you a list of kids you will be working with. Along with names and ages, have them compile a Wish List that includes toys, clothes – with sizes, favorite sports teams, movies etc. to help you pick the best presents possible for your kids.

Once a list of kids' names is provided from the organization, divide the number of recipients between each player. Again, one child per player is best practice. Write this down and keep it somewhere safe and accessible.

After all of these details are worked through you may begin the 3-part process to raise funds for gift purchasing.

Additional Holiday Cheer:

It is always a big deal when kids are given tickets to a game and a chance to hang out with the players. If you're team is able to offer tickets to each kid (and some chaperones) this is always a great gift to add to your purchased items.



The 3 Goals of Holiday Hat Trick

Goal 1

- Ⓢ Players will donate a previously agreed upon amount of money to the cause. This money will go towards purchasing gifts for the children.
 - ✓ Discuss with your teammates the best amount to be donated. This number should not be so much as to overwhelm anyone but still be enough to provide quality gifts.

Goal 2

- Ⓢ Approach the team's ownership and ask them to match the donations offered by the players. This should double the amount available for gift purchasing.
 - ✓ Most teams will be happy to provide this amount to their players but some may not. First, ask them to match the total. If they choose not to, negotiate an amount from there.

Goal 3

- Ⓢ Involve the rest of your community in this initiative. Call local businesses, philanthropists, fans and any other entity you can think of that would help donate to your gift drive. They can match a player's donation, match the total, or donate any dollar amount they feel comfortable with. Set up additional ways to ask for donations through your media team's press releases, booths set up at the games, and word of mouth.
 - ✓ Coaches and office staff are encouraged to donate as they see fit towards the total amount.
 - ✓ When requesting donations from the community a good starting point could be to match a player's donation.
 - ✓ When asking for donations highlight that 100% of the money will go towards *Organization X*.
 - ✓ Some local businesses may only be willing to donate gifts, not money. Talk to them about what you're in need of and come to an agreement on the gift donated.
 - ✓ Set up a booth at the games where fans can donate money or gifts.

Tips

- ② Determine who will handle the money ahead of time.
 - ✓ Make sure it is a responsible party who will take careful records of all donations.
 - ✓ An Excel spreadsheet is very helpful in keeping track of all information.
 - ✓ Know whether checks will be made out to the team or *Organization X*.
 - ✓ Set up a separate account if necessary to hold funds raised.
- ② It is important to note that tax deductions are possible through this initiative.
- ② Allot an amount of the money raised for wrapping. Gifts should look presentable.



Spread the Word About Holiday Hat Trick

Take advantage of any PR or media relations people you have at your disposal. Get them involved with media coverage and press releases. Once the community hears about the initiative they may want to help or donate, which will only strengthen the program.

- ④ Use games to not only set up a booth asking for donations but to make people aware of what's going on.
 - ✓ Make a short script for your announcer to use during timeouts and intermissions letting fans know about the **Holiday Hat Trick**.
 - ✓ Have your radio person inform listeners about the program and how they can become involved or donate.
- ④ Contact local newspapers, radio and television stations, and other local businesses to post and talk about the program.
- ④ Use your team's website and social media sites to spread the word.

The more people who know about the program and are willing to help results in a better experience for the kids.

Purchasing Gifts

Determine who will be purchasing the gifts and when they need to be purchased by. Make sure to allow for enough time to wrap and transport items to wherever they will be going.

This would be a great way to involve wives, girlfriends, office staff or the *Organization X's* own staff. There may be multiple stores to be visited so make sure you have enough people with reliable transportation available for this portion of the program.

Wrap gifts and deliver to the location. Make sure this is done before they plan to distribute the gifts to the kids if the team is not involved, or have it done in time to bring with you for the holiday party you have planned.

Sample Materials

Sample Telephone Call to Local Business

Mr./Mrs. (name inserted here)

My name is YOUR NAME. I play with the YOUR TEAM'S NAME. How are you today?

The reason I am calling is because the YOUR TEAM'S NAME are putting off a holiday initiative raising money for ORGANIZATION X.

Our initiative this holiday season is to raise money to buy gifts for kids who normally wouldn't have any gifts for the holidays. The YOUR TEAM'S NAME players are pairing off in twos and each player is donating \$100, making \$200 donated per pair. Each child will get as many presents up to a \$200 limit with ideas coming from a list for presents the child has filled out prior to shopping. In addition, the YOUR TEAM'S NAME owners have agreed to match whatever the players' pledge doubling the money and doubling the number of children helped.

The YOUR TEAM'S NAME are trying to involve the local community in this drive as well by asking local businesses, people, and philanthropists, etc. to match \$200 pledged by each pair of players that will go to ORGANIZATION X. The money pledged by businesses, people, etc. will go towards buying presents for additional children in ORGANIZATION X. The additional money donated by the local community will cause more children to receive a happier Christmas this year.

We feel this initiative is a wonderful way to involve YOUR TEAM'S NAME, ORGANIZATION X, and the local community. Our goal this Christmas is to join the local community in creating a wonderful Christmas for as many children as possible.

Would you be willing to donate at this time?



ORGANIZATION X

Wish List For _____
 (First Name, Last Initial Only)

Program _____ Age _____ Male _____ Female _____

NOTE: Please specify if the size is a girl's, juniors', misses, women's, boy's or men's size.

Shirt/Blouse/T-Shirt _____ Sweatshirt/Sweater _____

Dress Pants/Jeans _____ Shoe Size _____

SIX GIFTS MOST WANTED FOR THE HOLIDAYS
 (\$30 Maximum For Any One Gift)

- | | |
|---------|---------|
| 1 _____ | 4 _____ |
| 2 _____ | 5 _____ |
| 3 _____ | 6 _____ |

Favorite Things To Do/Hobbies _____

Favorite Teams/Sports _____

To the Donor: Each child was asked for gift ideas with a value of less than \$30. If a donor purchases one or more of the gifts listed, additional gifts may or may not be added so that all children receive the same number and approximate equal value of gifts. Should you choose, the maximum amount to be spent on any one child is \$75 - \$100. Items containing parental guidance warnings over PG-13 are discouraged. MP3 players preferred without voice record/video options. CD's should be edited versions. Gift certificates appreciated in \$10 increments. Please, no used items, food products, glues, gifts containing paint thinner, aerosols, or items that are violent or sexual in nature. **For health reasons,**

Help and Contact Information

For questions, comments, or additional help please contact:

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