

# Gifts of Hope TREE

## LEADER'S GUIDE

*On the first day of Christmas, my true love gave to me...  
school supplies and chicks in a pear tree?*

This Christmas, we invite you to join with Gifts of Hope for a special Gifts of Hope Tree Project! Each unique tree ornament provides a life-changing gift for critically vulnerable kids and families all around the world.

These "12 ornaments of Christmas" feature items such as \$10 to put school supplies in the hands of a child, \$30 disaster relief, and \$100 to train farmers for sustainable food supply.

The Gifts of Hope program offers a variety of items that will make a huge and lasting difference in the lives of some of the most marginalized people in the developing world. Each Gifts of Hope item has been carefully chosen to complement the ongoing work of The Salvation Army in 127 countries.

The following 12 ornaments will be provided as downloadable PDFs, allowing you print out as many as you wish of each ornament and customize your tree. For instance, if you are promoting the Gifts of Hope Tree to the entire church, you may wish to use all 12 ornaments, including the more expensive ones. If you are placing the tree in your children's ministry, on the other hand, you may want to include mostly \$5 and \$10 ornaments, or mid-range ornaments that a small group could raise funds for together. Or, you might choose a 'text-only' campaign using just the Text-to-give ornaments:

\$5	Chick*	\$20	Share of a Pig* (new in 2022)
\$5	Games*	\$30	Disaster Relief
\$10/20	School Supplies*	\$50	Plant a Garden
\$10/20	Corps Resources*	\$50	Health
\$20	Share of a Goat*	\$100	Train a Farmer
\$20	Water Fund*	\$150	Transport

7 of the ornaments (\*) will feature a Text-to-give option for the individual who chooses to give that amount. School Supplies and Corps Resources have two Text-to-give amount options (\$10 or \$20). Otherwise, funds for any of the ornaments may be collected and sent by Internal Transfer, or given directly online by scanning the QR code on the poster provided, or by visiting [salvationarmy.ca/gifts-of-hope-program/](https://salvationarmy.ca/gifts-of-hope-program/).

**NOTE: We suggest that even if families use the Text-to-give option, they bring back the ornament marked "paid for" so you can track progress locally.**

## HOW TO GET STARTED:

1. **Choose the scope of your project:** Will you set up your Gifts of Hope Tree only in the children and youth ministry area, or will you promote the project to your entire congregation? Is your campaign a text-only project, using the first 6 ornaments only, or will you offer all 12 and multiple options for payment? How long will you run the project? Will you start with all the ornaments on the tree and have families choose which one they'd like to buy (with the goal of emptying the tree), or are the ornaments available in a basket, and the tree is a visual representation of how much money has been raised? Consider what will work best for your corps.

2. **Download the project resources:** Everything you need to get your Gifts of Hope Tree project going is included in this resource:

- Ornament templates
- Flyers/Bulletin Inserts
- Posters
- QR code
- Social media graphics
- PPT slides
- Short promotional video
- Gift Tracking Sheet (Excel)

3. **Promote:** Use the materials provided to cast vision and promote your Giving Tree Project. Plan to collect redeemed ornaments/money each Sunday through the end of December. Request that even if families use the text-to-give option, they bring back their ornament marked "paid for," so you can track progress.

Option: If you plan to use the Gifts of Hope Tree project for the entire congregation, consider having a group of kids promote the project in your main worship service!

4. **Set up your Gift of Hope Tree:** Select, print (on card stock!), and hang a combination of ornaments for your Gifts of Hope Tree that you believe will provide a reasonable giving goal. A tree that goes in your main lobby could hold a variety of all the ornaments.

5. **Run your project:** Invite families to choose an ornament from the tree and donate the money via text, cash/cheque, or directly online via the QR code or website. Or, invite families to make the donation and then hang an ornament as a representation of their donation.

6. **Track your progress:** Use a fun, visual means of tracking your progress each week. The Orange website has some great ideas, or, if you'd like to create a tree graphic to show your donation efforts on screen, contact CANBDA Youth for details.

7. **Make your donation to Gifts of Hope:** When you've finished gathering funds from those who did not use the text-to-give/online payment options, make your corps donation to Gifts of Hope. Email the Tracking Sheet to let them know details.
8. **Celebrate:** Set aside time to celebrate your families' efforts and the lives that will be changed through the resources you are providing. We'd love to see how you use this resource in your setting – tag us in your social media posts!

## ADDITIONAL IDEAS:

1. **Gold Star Giving:** When a child returns a paid-for ornament, give the child a large gold star to place on the Gifts of Hope Tree. As the month progresses, all the gift ornaments will be replaced with gold stars.
2. **Neighbours Here, Neighbours There:** For every ornament funded, place a nonperishable food item under the Gifts of Hope Tree. At the end of the project, give all of the food items to a local food bank so that you're providing help for kids in your community as well as around the world.
3. **Serving Selfies:** Provide props by the tree for people to use in a selfie. Use the hashtag #GiftsofHopeTree when posting to social media, and don't forget to tag Canada Bermuda Youth, too!

- Chick: stuffed chicken toy
- Games: hula hoop/giant chess piece/pool of balls
- School supplies: textbook/backpack
- Corps resources: bible/instrument
- Share of goat: stuffed goat toy
- Water fund: water bucket/jug
- **Share of pig:** stuffed pig toy (new in 2022)
- Disaster Relief: blanket/bag of rice
- Plant a Garden: unhusked corn/cabbage/garden hand tools
- Health: stethoscope/first aid kit (with cross)
- Train a farmer: shovel/rake
- Transport: bicycle wheel