

Festival of Trees Facilitator Toolkit

The Foundation is asking Cornerstone chapters and credit unions to adopt **Festival of Trees** as the signature event celebrated throughout the Cornerstone region to benefit YOUR Foundation. Coming together across the region with a shared mission is truly the cooperative spirit!

Your chapter can participate by simply auctioning off a holiday wreath, a Christmas tree, selling Secret Santa bags, or door prize tickets for Christmas prizes at your November or December Chapter Meeting. You may adapt this event to fit your Chapter audience and it can be as simple or celebratory as you choose.

All proceeds will benefit Your Foundation's three initiatives:

- Credit union development
- Financial wellness programs
- Disaster relief

Let's kick off the holiday season celebrating the credit union philosophy of "People Helping People."

Festival of Trees Facilitator Toolkit

1. DETERMINE DATES

- ✓ Choose a date for your event (Hopefully your November or December Chapter Meeting)
- ✓ Decorating days (if needed for Trees)

2. SELECT FUNDRAISING OPTION(S)

- ✓ **Live Auction:** Trees - Wreaths
 - i. Create bid paddles for attendees
 - ii. Number your bid paddles and assign a number to each attendee at registration
 - iii. Choose a fun auctioneer
 - iv. Have spotters for live auction to keep the bidding going and organized
 - v. Be prepared to accept payments (cash, checks, credit cards via square)
- ✓ **Silent Auction:** Wreaths – Christmas items – Gift baskets
 - i. Solicit items from local vendors, credit unions
 - ii. Create bid sheet for each item (sample attached)
 - iii. Gather tables and pens for silent auction
 - iv. Be prepared to accept payments (cash, checks, credit cards via square)
- ✓ **Santa Bags** – Sell for \$20 - \$25 & each bag contains an item valued for minimum of cost of the bag
 - i. Gather donated items from local vendors or credit unions: gift cards, restaurants, movies, etc.
 - ii. Purchase gift bags and tissue
 - iii. Number miniature ball ornaments to be used for drawing their Santa Bags
 - iv. Purchase gift tags or bags & number them to match ornaments
- ✓ **Giving Tree** – Can be a Charlie Brown tree or a simple tabletop tree. Attendees can place \$1 or up to any amount with ribbon or colored ties on tree.
- ✓ **Door prizes** – Can keep it as simple as selling door prize tickets for Christmas items at your October or November Meetings
 - i. Collect special Christmas items/donations
 - ii. Sell door prize tickets for \$5 each or a denomination that works for your demographic

Festival of Trees Facilitator Toolkit

3. EVENT PR

- ✓ Communicate event details via flyers, social media, and email
- ✓ Request RSVPs

4. IMMEDIATE TASKS

- ✓ Invite credit union staff, board members, and vendors to share in the fun
- ✓ Solicit local vendors to sponsor and donate items for live or silent auction
- ✓ Choose your auctioneer if you have a live auction
- ✓ Begin PR and spreading the word
- ✓ Entertainment
 - ✓ Christmas Music
 - ✓ Santa Claus
- ✓ Food and drinks

5. PRINT COLLATERAL NEEDS

- ✓ Bid paddles
- ✓ Bid sheets
- ✓ Signs
- ✓ Program
- ✓ Raffle tickets

Have a fun, festive event! Do not make this harder than it needs to be. Please share pictures and details with the Foundation. We want to brag on your efforts in the Leaguer and spread the word to other credit unions and chapters.

Please contact [Staci Zale](#) at 214-455-5482 for any questions or assistance with your event.