Communication  
- Exec 1/10

- Leadership Team email 1/10

- Individual Teams Per Exec Preference After 1/11

- Update on Creekhelp

**Christmas Shoeboxes – Project Plan 2022**

**Bottom Line**

* This Christmas season we will be inviting CedarCreek attenders to pack a shoebox for distribution to children in the Toledo Public School system, via The Tabernacle and to children in the Findlay area via the Findlay Campus.
* Partnering with The Tabernacle and Findlay City Schools allows us to make a difference in our very own community, with a front row seat to the people being impacted, and with ongoing opportunities to continue the impact.

**Goals**

* To provide 500 shoeboxes with gifts for children in Toledo Public Schools (MLK Jr Academy for Boys, Ella P Stewart Academy for Girls, Pickett Academy, and Robinson.)
* To provide 100 shoeboxes with gifts for children in Findlay City Schools
* To provide CedarCreek with a simple and tangible way to make a difference this Christmas
* To be able to celebrate what God is doing through CedarCreek in our community.

**Timeline:**

|  |  |  |
| --- | --- | --- |
| DATE | PROMOTION | ACTION |
| 11/4 | Website up |  |
| 11/6-7 | -Promote churchwide as part of service, on social throughout the week, with DT and Groups (use “text to” for list of items and details)  -Promote on social | -Guest Services prepped to receive boxes |
| 11/13-14 | -Promote churchwide as part of service, on social throughout the week, with DT and Groups (use “text to” for list of items and details)  -Promote on social | -Guest Services prepped to receive boxes |
| 11/20-21 | -Promote churchwide as part of service, on social throughout the week, with DT and Groups (use “text to” for list of items and details)  -Promote on social | -Guest Services prepped to receive boxes |
| 11/27-28 | -Promote with DT and Groups  -Promote on social | -Guest Services prepped to receive boxes |
| 11/30 |  | -Lauren and interns filling extra boxes with funds raised -Capture video footage of this (3-5pm) |
| 12/4-5 |  | -Guest Services prepped to received boxes (final donations accepted) |
| 12/6 |  | -Campuses (except FN) delivering boxes to PB  -Giving link turned off  -Shoebox webpage turned off |
| 12/8 |  | -Put postcards in shoeboxes  -Shoeboxes delivered to The Tabernacle  -Capture video footage of delivery  -We will meet at Perrysburg at 9, pack boxes with Christmas cards, load truck and go to The Tabernacle before noon. |
| 12/15-16 |  | -Boxes distributed from ??? in Toledo each day between about 4-6 (still TBD)  -Capture video footage of distribution  Videographer scheduled for ??? |
| \*\*\*\*\*\*\*\*\* |  | -Waiting on details from Findlay regarding their plans for distribution. When I get those, if possible, video would be great! |
| 12/18-19 | Celebrate in weekend service |  |

**Broad FAQ’s**

* Will we provide empty boxes for people to fill?  
  While providing the boxes was a helpful nudge for people in past years, we will not be providing boxes this year. Having people provide their own boxes last year worked reasonably well, and this year we will be more clear in promotion to hopefully clear up any residual confusion.
* What website has info on Christmas Shoeboxes?  
  cedarcreek.tv/shoeboxes
* How will shoeboxes be delivered to The Tabernacle?  
  Shoeboxes will be collected at CedarCreek Campuses through December 5th.   
  Shoeboxes will be transported to the Perrysburg Campus on December 6th.  
  Shoeboxes will be transported from CedarCreek to The Tabernacle on December 8th
* Who will lead this at the Campuses?   
  Lauren will work directly with the CPs. CPs should communicate with their Outreach HUB Leaders and Next Steps Director of Groups as needed.   
  Lauren will work with Chris at FN. FN will coordinate their final assembly and delivery dates.
* How many shoeboxes (minimum) will each campus provide?   
  Results from 2021: <https://cedarcreektv-my.sharepoint.com/:x:/g/personal/lizr_cedarcreek_tv/EWXcHIYS_DFJnNj7Lqq6aNMBOBFXRv-3-DMxKbGgYqqYrw?rtime=utEEdz3R2Ug>
* What should go in the shoeboxes?  
  All boxes should be gender neutral (not specifically for a boy, or for a girl), and the contents should cost approximately $25. Ideas include:
  + - Wow -- stuffed animal, watch, ball and pump, frisbee, remote controlled car, flashlight
    - Personal – sunglasses, socks, toothbrush, tooth paste
    - School supplies-- crayons, markers, pencils, paper
    - Craft-- puzzles, coloring books, playdough, stickers
* What if people would like to donate money, rather than filling a shoebox?  
  People will be able to donate money at cedarcreek.tv/shoeboxes

Donations will be used to fill shoeboxes needed to reach the goal amount (or an adjusted amount TBD by The Tabernacle as the delivery date draws near).Donations beyond the amount needed for shoeboxes will be used to help The Tabernacle partner with local schools to “adopt” families for Christmas.

Donations can be made through December 5th.

*In 2020, we received $16,492.50 in donations. About $5,492.50 was used to cover the cost of the 200 shoeboxes assembled Centrally. A check for $11,000 was given to The Tabernacle to “adopt” families.*

* When will this be promoted?

11/6-7 - Promote Churchwide, on social throughout the week, with DT and Groups (any follow up on Sponsor a Child needed) – use “text to” for list of items and details

11/13-14 - Promote Churchwide, on social throughout the week, with DT and Groups (any follow up on Sponsor a Child needed) – use “text to” for list of items and details  
11/20-21 - Promote Churchwide, on social throughout the week, with DT and Groups (any follow up on Sponsor a Child needed) – use “text to” for list of items and details  
11/27-28 – On social throughout the week, and with DT and Groups

* How will this be promoted?  
  -Video with hands packing a couple of boxes, listing off the details  
  -Slide with a “text for info” number – Text SHOEBOXES to 419-419-0707  
  -Webpage

-On social  
-Other?

* Will we provide shoeboxes for people to fill?   
  cedarcreek.tv/shoeboxes has all of this information. People can text SHOEBOXES to 419-419-0707 to get to the website. We will not be providing boxes or handouts with information. We will be very clear that the boxes need to be wrapped in such a way that they can be opened without ripping off the paper.
* How will boxes be collected?  
  We will invite CedarCreek guests to drop off their boxes at their campus November 6 – November 28. We will be prepared to receive them at campuses through December 5th. Boxes will be collected by Guest Services. Campuses should identify a storage location for the boxes until December 6th.
* How will extra shoeboxes be purchased and packed?On November 30th, Lauren will work with a team to do this. She will use donations to the website to fill any boxes needed to complete our overall commitment to The Tabernacle. Funds received beyond that needed to fill the shoebox commitment will be donated to The Tabernacle as stated above.
* How will shoeboxes be delivered to The Tabernacle?Campuses (other than Findlay) will deliver their boxes to the PB Campus on December 6.   
  Boxes will have a postcard inserted, and then be transported from the PB Campus to The Tabernacle on December 8th
* How will we capture footage to celebrate with CedarCreek? How will The Tabernacle distribute the boxes?  
  Boxes will be transported to The Tabernacle on December 8th – we would like footage of this.  
  The boxes will be distributed from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on December 15th and 16th - we would like footage of this  
  \*\*When will boxes be distributed in Findlay?
* How many boxes will CedarCreek provide?

-The Findlay Campus will provide 100 boxes to schools in the Findlay area  
-All other campuses will provide 500 Christmas boxes to be given to children in the Central City TPS elementary schools.

* How will we point to Jesus through this outreach?-Christmas postcard that says:

We wish you a merry Christmas!

God bless,

Your friends from The Tabernacle and CedarCreek Church

Join us for a Christmas service…*include websites for both churches*

* What about Operation Christmas Child?  
  If someone is interested in donating specifically to Operation Christmas Child, they are welcome to do so.

EVALUATION SUMMARY:

* What went well?  
  -Many people participated in this “simple” make a difference project.   
  -Hundreds of kids were reminded that they matter and invited to a Christmas service at a life-giving church.  
  -We made an impact locally!  
  -Highlighting Christmas Shoeboxes on Giving Tuesday  
  -Partnering this with a Second Saturday at a couple of campuses.
* Opportunities for improvement next time:

1. Consider providing boxes for people to fill (use the money we would have spent to buy boxes to fill ourselves).

2. Continue to clarify in promotion: gender neutral because they'll be handed out at random; only for specific ages (not toddlers); THIS IS NOT OPERATION CHRISTMAS CHILD

3. Mine for stories of impact. How to ensure we have these?

4. Partnership opportunities with Kids and Students on this? Encourage Groups to fill a box together? "Move them out" pillar.

5. Encourage tie to Second Saturday at all campuses

6. More opportunities to cast vision from stage? More clarity on drop off weekends?

7. Better signage/drop off locations at each campus

8. Findlay learned that having kids go to the Campus to pick up the boxes did not work. New strategy for this?