World Eye Cancer Hope
life and sight for every child

Christmas Gift Wrapping

Wrap up a childhood cancer cure this holiday season

When and Where to Host Your Gift Wrapping

When: Choose a weekend in December during high traffic times, e.g. 1 – 4 pm, or a weekday evening between 6 - 9 pm. As Christmas approaches, more people will be looking for gift wrapping help.

Where: Choose a location with lots of visitors, such as:

- Shopping malls
- Bookstores
- Electronic stores
- Department stores

Gaining Permission

Be sure to gain appropriate permission in writing from the venue to hold your event.

Contact the property's manager to explain the purpose of your event, and enquire about any restrictions with activity, days or times.

Ask what the most popular shopping times are during a weekend and weekday evening in the run-up to Christmas. This knowledge could help boost your custom.

Confirm details with the manager one week before your event.

Ask if the store can provide tables, chairs or pop up tents for your volunteers.

Round Up Volunteers

- Family
- Friends
- Coworkers
- Church members
- Community members
- Your children's friends

Encourage volunteers to make this a family activity or bring a friend.

Things You Will Need?

- Tables and chairs
- Gift wrap
- Ribbon
- Bows
- Tape

- Scissors
- Gift bags
- Tissue paper
- Gift tags
- Hanukah wrapping supplies

- Info about Retinoblastoma and World Eye Cancer Hope

Gather Your Supplies

Ask for Donations of supplies from:

- The store(s) you will be setting up at
- Card and Gift Wrap stores
- Stationers
- Party supply stores

Edit the template in this Fundraiser Pack to create a compelling request letter.

Rally your gift wrapping team: Have a gift wrap drive at work, church or a social club, asking each participant to bring supplies.

Buy in bulk online and after Christmas for next year.

Make it FUN!

Childhood cancer is not a fun topic, especially during the Holiday Season, but a gift wrapping event can raise positive awareness about the early signs of childhood eye cancer during this time when parents take many photos of children in dim light.

Engage all participants and remind each that they are helping to create hope of future happy holidays for children with cancer, no matter their wrapping ability.

- Dress up as elves or wear silly holiday hats
- Wear “ugly holiday sweaters”
- Make volunteer name tags baring gold ribbons
- Sing carols while wrapping or play background music
- Draw attention to your table with Christmas lights

Promote Your Event

- Ask the store(s) you will be setting up at if you can hang posters at the entrance promoting your fundraiser (including the date and time).
- Ask nearby stores if you can place a poster or fliers with them.
- Contact the local community newspaper to see if you can place an ad for free.
- Ask your local radio station to promote your event.
- Use social media, and ask the store to post your event info on their social media.
- Word of mouth – tell everyone you know about the event. Ask them to spread the word and to support you on the day of your gift wrapping.
- Use the Media Toolkit in this Fundraiser Pack to help promote your event.

Charges and Donations

We recommend the following minimum donations of fees

- Extra large packages: £5.50
- Large packages: £4
- Medium packages: £2.75
- Small packages: £2

Raise more money by selling hot cocoa or Christmas treats at your fundraiser. Ask your local grocery store or bakery to donate these items, or rally friends to prepare baked goods and other treats.

Donating Your Profits

After your fundraiser, you can donate the profits online with a credit or debit card or send us a cheque. Use the **Pay In Your Money** info sheet in this Fundraiser Pack for more details.