PROPERTY INDUSTRY FOUNDATION

30 YEARS of rebuilding young lives

Giving Tree for **Homeless Youth**

Your Company Giving Tree
Tookit & Playbook

Thank you for creating a Giving Tree for your organisation. Here's everything you need to rally your people, and the ideas that turn a donation link into a team moment.



1 Spread the word • Ready-to-use templates and artwork, all in your toolkit

Email templates: a four-email campaign

- **Launch email** Week 1
  From your CEO or leadership: why you're taking part, your team target and the link to your tree.
- **Reminder** Mid-campaign
  Share progress on the tree and a gentle nudge for anyone who hasn't bought a bauble yet.
- **Last chance** 2–3 days out
  Create urgency: how close you are to target and when the tree closes.
- **Thank you** After close
  Celebrate the final total and what it means for young people in Haven Houses.

Tip: a message from leadership noticeably increases participation. Send the launch from your CEO's inbox, not a generic mailbox.

Short internal messages & artwork

- **Slack or Team posts**
  Short, punchy posts for launch day, the halfway mark and the final push. Pin the first one.
- **WEB Intranet banner** 1920 × 480, animated
  Add your company name and logo and link it straight to your tree.
- **Email signature banner** 1200 × 200, animated
  Ask leaders and teams to add it so every email carries the appeal.
- **Social Tiles** animated
  Share your tree publicly and invite clients and partners to give.
- **A4 Posters & bauble tags**
  QR-coded posters for kitchens and lifts, plus "I made a donation" tags for a physical office tree.

2 Make giving social • Ideas that lift participation & totals



Skip Secret Santa

Swap the gift exchange for buying a bauble. Fewer novelty mugs, more real impact.



Host an office event

Run a Christmas jumper day, a morning tea or a trivia lunch with a gold coin bauble entry.



Team trees & leaderboards

Let teams within your company compete, or join a friendly leaderboard between participating companies.

x2

Match your people's gifts

Matching staff donations is one of the strongest levers there is. Our guide includes wording to announce it.