

Santa Claus

ANONYMOUS MARYLAND

Strategy & Branding Proposal

University of Baltimore
PBDS 705: Design-Business Link
Fall 2015

Justin Bend
justin.bend@ubalt.edu

William Hinton
william.hinton@ubalt.edu

Amber Nelson
amber.nelson@ubalt.edu

Michelle Stidham
michelle.stidham@ubalt.edu

12/15/15

OVERVIEW

Santa Claus Anonymous (SCA) is a non-profit organization based in Baltimore, MD, serving select counties and the City of Baltimore in the greater state of Maryland. The organization collects charitable donations in order to distribute redeemable gift certificates to community Departments of Social Services (DSS). DSS then distributes the certificates directly to those in need so they might be able to purchase Christmas toys for their children at Santa Claus Anonymous retail partners.

SCA's mission is to allow impoverished Maryland parents to purchase toys, shoes and school supplies for their children. The anonymity is in the financing of the toys. They do not want children to know that their Christmas toys were purchased by Santa Claus Anonymous. It is important to SCA that children maintain the belief that their toys came from either the parents, or from Santa Claus.

Jim Russell was kind enough to spend many Monday nights at the University of Baltimore explaining SCA's mission, history, operations, and current fundraising methods. Through Jim's testimony, review of current SCA promotion and redemption material, and Board of Director meeting minutes, SCA's challenges and opportunities have come into focus.

Fundraising

SCA solicits donations through their website, with direct mail, and at annual fundraising events. There is a large direct mail solicitation sent to two groups of potential donors. The first is a house list of homes who have donated to SCA in the past. The second is a prospect list of potential first-time donors. Marathon Football and Wine Tasting are two large fundraising events held at the beginning of December each year. Rarely, Santa Claus Anonymous will hold small fundraising events at restaurants, bars or bowling alleys when the business is willing to donate their space and services for such an event.

SCA has also organized auctions. The impression is that not many donations come in through the SCA website.

Resourcing

SCA consists of a Board of Directors, and one part-time paid staff member: Executive Director, Nicole Russell. Volunteers will occasionally assist with event staffing or other operations as needed, but SCA has no dedicated full-time workforce or regular pool of volunteers or interns. SCA does not have a brick-and-mortar location.

Mission Fulfillment

Santa Claus Anonymous relies on Department of Social Services within Maryland counties and the city of Baltimore. The value DSS provides is possession of a pre-qualified list of those in need of SCA's services, and the labor for distributing gift certificates directly to those in need. The redemption rate in the City of Baltimore was approximately 50% last year. Some recipients of the paper certificates have been known to sell them for cash. There are limited city DSS resources (and SCA resources) to help answer recipient questions on how to use the paper certificates.

Misalignment

Jim Russell shared that Santa Claus Anonymous is not interested, and unable, to move toward either a managed debit card for distribution of funds to those in need, or taking direct donations of a standing Christmas toy inventory for direct distribution to parents in need. The expense of a list-managed debit card for the purpose of buying specific goods with specific retail partners is far too high. SCA does not have the warehouse space or staff to manage a constant inventory of donated toys.

Jim has also indicated that he is not interested in grocery partnerships. He feels that "competition" is too high in this space, particularly during the holidays with organizations like the Food Pantry and residential shelters fulfilling this need.

Opportunities

In an effort to achieve SCA's objectives this paper will detail opportunities and strategies for increasing resources, rebranding, increasing revenue and raising gift certificate redemption rates. Additional resources can be secured through partnerships with University of Baltimore student groups and membership with Betamore, a Maryland small business incubator in the City of Baltimore. A brand update, professional application and controlled brand treatment, along with a reimagining of the SCA Facebook page will revitalize SCA culture and public image. Enhanced online donations, a year-round calendar of fundraising events, and rebranded direct solicitation materials will bring in more revenue. Rebranding and simplify the gift certificate and complimentary materials will better educate the public on their use. This will increase gift certificate redemption rates.

RESOURCES & INVOLVEMENT

In the SCA meeting minutes, and in the testimony supplied by Jim Russell over the course of the semester, time-and-again it was expressed that "something is wrong" or "something is missing" within SCA—without any explicit definition for what that "something" is. SCA has built its legacy, and secured sustenance, by partnering with the establishment economy of Baltimore and the greater State of Maryland. This is an amazing achievement, and a vital resource that allows the organization to perform its current operations to fulfill its mission within the state. To initiate growth, and secure sustainability in the future, SCA needs to start the work today of partnering with the new Baltimore economy, represented by technology-focused young professionals and college students.

Betamore

SCA needs to establish a visible basecamp within the City of Baltimore—the community where its services are needed the most. That location should be part of the new Baltimore economy. The recommendation to secure a cost-effective brick-and-mortar location is to become a member of the Baltimore small business incubator, Betamore. Founded in 2013, Betamore services non-profit organizations, start-up organizations, and entrepreneurs by offering shared and communal work spaces, skill-building workshops, an education platform, and their Betamore academy.

Two different kinds of membership are offered at Betamore—becoming a community member, or enrolling as a member of their incubation coworking space. Betamore’s workshops and classes are not included in the membership fee, but membership provides an automatic 30% discount for all classes and workshops. If SCA were to join as a community member, they would have access to other community members, the Betamore mentors, and Betamore’s resources—including funding sources. The Betamore incubator offers shared conference room space, kitchen, and reception. With incubation coworking space membership, SCA will have a designated location to conduct business at Betamore. Securing a brick-and-mortar location fulfills a requirement for most college internships that interns must be able to go onsite and work in the service of an organization.

Betamore’s classes and workshops offer a diversity of focus, concentrating on public relations, marketing, financial planning, data analytics, conflict resolution, sales, social media and email marketing to name a few. These classes are offered at various dates and times throughout the year and are often one-day sessions. The Betamore Academy offers 12-week intensive boot camps with a specialized focus. The three different boot camps that are offered are WordPress development, front-end web development, and back-end web development. In these boot camps, students pay tuition to learn how to code while developing real web applications for real businesses affiliated with

Betamore. Through their Betamore membership, SCA should take advantage of any opportunity to make use of Betamore student web development resources to implement the recommendations outlined in this paper.

The Betamore mentors are industry professionals that assist the incubator and the members with the development of their organizations and brands. As a member, SCA would be able to schedule a meeting with a mentor during their office hours and receive advice and assistance in the development of the organization. These new networking opportunities will have a positive impact on the organization by creating relationships with young, technology-focused students, professionals and entrepreneurs to cultivate the talent that will be needed to continue to fulfill SCA's mission in the future.

Interns, Volunteers & Networking

SCA has expressed an interest in increasing the amount of volunteers in the organization specifically targeting the millennial generation. Through their work this semester with the University of Baltimore, SCA has already started making those connections. Universities house large concentrations of young people eager to get involved in their community. SCA can take advantage of this opportunity by creating academic internships, and establishing relationships with student organizations.

Academic internships are an excellent way for SCA to strengthen their relationship with the University of Baltimore. This is a mutually beneficial partnership, with SCA providing hands-on job experience for students and benefiting from low-to-no-cost student labor. Two colleges within UB that SCA should partner with are the Klein Family School of Communication Design, and the Merrick School of Business. These schools focus on media relations and content development, and business development respectively. In order to offer an academic internship the primary requirement is for an organization to possess a physical location to conduct business, and hold a defined job description that can be filled by an intern. A constant pool of academic interns will ensure that SCA's culture stays fresh, continually introducing new talent, ideas, and skill sets.

SCA can also increase their volunteer population by partnering with student organizations. There are several student organizations that focus on community service. By cultivating relationships with UB organizations like BeMore, SGA, and the UB Press, SCA will have direct access to student leaders who can mobilize the student body.

In the past SCA had a working relationship with the Baltimore Junior Chamber of Commerce (Baltimore JC). This partnership had a significant impact of success for the organization, dating back to the founding of the organization. Working with leadership organizations are an excellent way for SCA to increase their network and volunteer base. Professional organizations and networks are a great way to initiate Board recruitment. Some local organizations include the Greater Baltimore Committee, Leadership of Maryland, and the Leadership of Greater Washington. In addition to the larger organizations, SCA can also benefit from partnering with individual county Chambers of Commerce.

Start Each Year With Commitment

With the Wine Tasting and Marathon Football events in early December, and promotion and gift certificate production and distribution at the end of December, SCA's principal activities are concentrated toward the end of each year. December will always be the busiest month for Santa Claus Anonymous. Opportunities abound for engagement throughout the year. Once the Christmas season has faded, the organization needs to come together to start the new year with strength by mobilizing its stakeholders and recommitting to the mission. The Board of Directors could organize an event to begin each year by maximizing commitment and contribution from their personal and professional networks to assist SCA in the year ahead.

An early-in-the year phone-a-thon is the recommendation. Given that SCA will have just ended the previous year with its largest event, the SCA crew may be tired, and the donors may not be as willing to donate money for some time. The phone-a-thon is not intended for collecting donations but rather harvesting the bulk of the workforce of

volunteers and sponsors for the entire upcoming year. It is also intended to create buzz, conversation and excitement so word-of mouth “advertising” for SCA can organically spread. Why is creating this kind of buzz so important for the growth of SCA? Kimberly Whitler, a contributing writer for Forbes writes, “...for the last few years, marketers have been focused on “collecting” instead of “connecting.” In other words, brands are too caught up in collecting social media fans and they are forgetting to actually connect with them. Having 100 really passionate fans that love your brand or product is exponentially more effective than having 10,000 “fans” who signed up just to win a free iPad from you.” SCA’s passionate fans are currently the Board members and existing repeat donors and volunteers. Getting the fans all together for a phone-a-thon to raise awareness of what SCA does and needs will be effective. The results of the phone-a-thon will also give SCA a greater perspective on what events are going to be popular, what events should be re-thought and possibly cancelled and what events will need to be executed. If a called-on-prospect can not commit to volunteering at all, one can be asked if they would like to donate anything financial, but that is not the priority of the phone-a-thon.

So how could this phone-a-thon be executed, or how could SCA guide those not seasoned in calling their networks to ask for help? The team has put together some recommended guidelines and procedures that could be followed “loosely” pending on who is being called on as each and every contact one reaches out to is an individual and should be treated as such. Phone-a-thons can be intimidating but they don’t have to be that way, and there can’t be a phone-a-thon if no one wants to participate so here are some suggested ways to incentivise participation.

One recommendation, based on research, to get things started, is to incentivise your fans/callers. Thomas W. McKee of Volunteer Power wrote on how to motivate volunteers and among other advice, suggests to give regular rewards and recognition from certificates or plaques for completion and/or appreciation, rewards and published results to coffee and food.

Here are some localized incentive suggestions that were deemed popular amongst our peers, which could potentially be donated to SCA by the owners of each business:

- The phone-a-thon participant to recruit the most volunteers would get a \$200 gift card to The Prime Rib.
- Any volunteer who gets donation commitments that are followed up on (from the phone-a-thon or even after at any time during the year) gets a gift that is relative to the amount they raised. The same incentives would apply to donors if they wish to accept. Example:
 - \$100-1000 = 2 tickets to a SCA event of choice.
 - \$1000 = \$25 gift card to Baltimore Tea and Coffee
 - \$1000-5000 = \$50 gift card to the Owl Bar
 - \$5000-10,000 = \$100 gift card to Su Casa
 - \$10,000+ = \$500 gift card to Fare Deals Travel Agency

Every conversation will be different but one thing that will help with efficiency and keep possible volunteers from losing touch after the conversation, is a follow-up email restating any commitments to SCA that were made along with a link or links to the SCA site along with other ways to continue engagement.

A “pre-game thank you” pep talk can ignite a passionate outlook in those making the calls. An example of things that could be said are as follows:

Thank you for making this commitment to volunteer and be one of Santa’s Helpers for the SCA phone-a-thon! Your work is crucial to the mission here at SCA! Some things to keep in mind as you prepare your lists of prospective Santa Helpers.

- 1. This is a great cause cause YOU believe in so share that enthusiasm and belief with your phone call recipient!*
- 2. It’s OK to ask for help for such a great cause! Feel good about that!*
- 3. Be genuine - always- but try to keep your energy up and a smile on you face when you talk. Your recipients can’t see your face but you’d be surprised at the positivity they will feel from words that come out of a smile!*

4. *Don't feel daunted if you can't get through to all of those on your lists of folks to call! Not everyone answers their phones all the time and it's not personal!*
5. *Have fun and express that the whole year is going to be fun!*

A few scripts can also be prepared for those who may have trouble with what to say or how to ask for help. These should be tailored to each individual but this is one way to reach out. Below is a suggested script to loosely follow, as the conversation should not sound scripted, but rather genuine and organic.

Hello, (recipient's name)? This is (your name), your (friend, neighbor, co-worker etc...) Do you have a minute?

(If YES...)

Great! How's (something or someone of interest to your recipient)?

(LISTEN and connect positively in your own way then get to the point.)

The reason why I called you today is - If you didn't know, I'm a Santa Claus Anonymous Volunteer I am working the yearly phone-a-thon that helps us get our whole year planned so we can hold events and give as many gifts to as many needy children's' families as we can in MD during the Christmas holiday season. It's a non-profit 501 (c) (3) organization and we have a bunch of super fun events we are putting together for the year like(name a couple of fun events that your recipient would be interested in based on what you know about them) We need volunteers like you to make these event happen. As a volunteer, I can say - it's super fun and rewarding - and we are inviting you to join our team. (If you know they have a specific skillset that could be useful to SCA ask that they donate that service in some capacity, otherwise let them take over the conversation.)

(Listen and engage and take notes, find out if they have skills that they can offer. They may not commit specifically to any one thing but express interest in having

you call on them back later in the year closer to the event(s). Wrap up the conversation. Follow up with the email acknowledgement of their commitments or requests that you contact them again later . Report your results to the phone-a-thon ring leader.)

Other preparation and organization would be necessary of course. Each caller should be instructed to prepare their call list in advance and someone would need to host the event. It could be BYOB/F for the after-party and take place at someone's house, especially if it is the first time and you have a few callers.

REBRANDING

Santa Claus Anonymous needs to establish a home base. The name alone does not let people know where the organization is, and who they are helping. Things are further complicated by the fact that there are numerous other Santa Claus Anonymous organizations in major metropolitan areas like New York, Chicago and Boston.

It is incredibly important for SCA to differentiate itself through branding. Organizations abound whose mission is to provide Christmas to those in need, including Toys for Tots and the Salvation Army, both of which are huge national organizations. Connecting Santa Claus Anonymous with the State of Maryland allows them to differentiate themselves as a local non-profit. People are more apt to donate when they know their funds are helping their local community. Part of the Santa Claus Anonymous brand promise is that they help the less fortunate in the State of Maryland and Baltimore City.

Santa Claus

ANONYMOUS MARYLAND

Wordmark

A new wordmark has been developed that includes the word “Maryland.” This subtle, but impactful change makes use of the existing typeface to retain familiarity while achieving differentiation. Adding the state’s name to the wordmark, and in branding, should not necessitate a change to the registered name for the organization. The website domain, and email address domain’s, should remain unchanged. The SCA visible brand should be updated to “Santa Claus Anonymous Maryland.” The organization’s name should remain “Santa Claus Anonymous.”

Symbol

A supporting graphic has been developed that includes the Maryland flag. This symbol can be used universally, across all mediums of publication where the SCA brand is visible. The graphic immediately associates SCA with Maryland. By changing the wordmark, and incorporating the graphic, the brand consumer will know instantly where SCA is located and who they aim to serve. Marylanders wear, display and fly the state’s flag with pride. The symbol evokes heritage and authority. It makes the connection between



SCA's mission and civic responsibility. It will reaffirm donor and sponsor confidence in the organization. SCA has served the state's least fortunate for nearly a century. They have earned the right to fly the flag of Maryland proudly within their brand.

E-Newsletter

The current SCA website has a button encouraging people to sign up for email newsletters. Upon signing up for this communication during the semester, no email was received sent from Santa Claus Anonymous over a four month period. SCA has a tremendous opportunity to continually engage their constituency through regular, targeted, well-branded, informative email communications.

E-newsletters could be an incredibly effective way to communicate with past donors throughout the year, and a very cost-effective way to reach potential new donors. They should be used to proliferate core promotional messaging, and organizational updates. A bulk message should be sent to promote each fundraising event. Each e-newsletter could include a "donate now" link, allowing someone to give a donation online with just one click through.

SCA should start small by employing a monthly e-newsletter communication campaign. Email address list management, scheduled communication sends, and content management for drafting email content can be done using many different applications at cost. The recommendation for SCA is to start small by using a free service. MailChimp accounts are free, and provide limited-but-powerful features to achieve success in email marketing. The Mailchimp interface is very user-friendly, and comes with pre-defined templates that are easy to use.

Facebook

Social media is a no-cost, low-overhead mechanism that any organization can use to effectively communicate with a targeted population. It is an effective means of promoting media depictions beneficial to the organization, messaging the public,

sharing original content, and gathering crowd-sourced content and feedback. It is an incredibly powerful means of grassroots communication that can carry a message very quickly to a large audience. As well defined strategy, combined with the appropriate audience, can have a profoundly positive effect.

Current State

First created in 2010, Santa Claus Anonymous has a Facebook page at <https://www.facebook.com/Santa-Claus-Anonymous-113319288698522>. The organization's contact information is not present on the page. No donations are solicited from the page. Since its creation, five true Facebook events have been created to promote live fundraising events. The page has 122 followers, and has seen less than ten user posts. The audience appears to be the Santa Claus Anonymous Board's personal and professional network of contacts. SCA posts and content have concentrated on fundraising event promotion, and photographs from fundraising events. No videos have been posted.

Proposed Future State

SCA has no concentrated channel to continually collect feedback from, or provide information to, those Maryland residents that are eligible to make use of Santa Claus Anonymous gift certificates. They also do not have a single publication mechanism where they can direct potential partners, sponsors and donors to demonstrate the positive impact they have on Maryland families. The SCA Facebook page should serve both purposes.

SCA should promote their Facebook page with the tagline "Tell us your Christmas story." The audience it should communicate with are Maryland families in need. The content it should be populated with should primarily be user-supplied from those who have made use of SCA gift certificates. The following list are example posts that SCA could deploy to initiate user-supplied content creation:

- Share your Christmas story. At this link, upload your video of Christmas morning.
- Where would you like to use Santa Claus Anonymous gift certificates?
- What is the best gift you remember purchasing with our gift certificates?
- If you could give your child one thing this Christmas, what would it be?
- Wish Maryland a Merry Christmas! Upload your video today!
- Upload a selfie with Santa!

Users should be incentivized with a prize for best post. A mechanism of documenting user feedback on SCA operations will need to be developed so they can be presented to Board and acted on where appropriate. Further user-supplied content solicitation concepts should be developed for interns to manage with executive oversight.

Mechanics and Requirements

The SCA Facebook page needs an easily written, concise vanity URL and “Donate Now” button. Facebook developer resources are available online, and provide step-by-step instructions on how to achieve both of these objectives in under ten minutes. The recommendation is for SCA staff to make these changes immediately to maximize the visibility and fundraising potential of the page.

The vanity URL SCA should secure is facebook.com/SCA-Maryland. The SCA Facebook page administrator can achieve this by visiting the URL facebook.com/username and executing the following steps:

- Select “Select a Username”
- Enter your desired username and click on “check availability”
- Enter **SCA-Maryland** and click “confirm”

To add a “Donate Now” button, the SCA Facebook page administrator should execute the following steps:

- Go to your Page’s cover photo and click “Create Call to Action”
- Choose the call to action “Donate Now”
- Enter the URL: <https://www.santaclausanonymous.org/donations>

The Facebook page administrator will need to monitor the content of the page each day to ensure that user-supplied content and commentary does not contradict the mission and Christmas spirit intended for the page. Problem users can easily be blocked, and individual posts can be hard deleted.

FUNDRAISING

While current funds adequately sustain the operations of Santa Claus Anonymous, Jim Russell stated that revenue has been declining for several years. Without growth in receipts, SCA is limited in the new endeavors it can take on each year. More revenue can allow more opportunity for risk-taking that can grow the organization and ensure its sustainability in the future. The recommendation to achieve this is to enhance the online donation user experience, implement a twelve month calendar of fundraising events, and rebrand direct solicitation collateral materials.

Online

A design has been created for enhancement to the online donation user experience within the Santa Clause Anonymous website. These recommendations are based on research of successful online donation systems in the field including the Susan G. Komen website at <http://ww5.komen.org/> and the presidential campaign websites of Hillary Clinton, Bernie Sanders, Donal Trump and Marco Rubio. Similar techniques can also be found in use by Mozilla Firefox and Wikipedia. These designs can be viewed at scale on subsequent pages.

Santa Claus

ANONYMOUS MARYLAND

Donate Today!

[About Us](#) [Stories](#) [Events](#) [Donations](#) [Supporters](#) [Contact Us](#)

E-Newsletter

Give a child a Christmas.

Make a donation!

Make It Monthly

no yes, for 12 months



Santa Claus Anonymous is a unique volunteer non-profit 501 (c)(3) organization keenly aware of the thousands of children in the Baltimore metropolitan area who go without presents at the holidays. We raise money to give every child a Christmas.



Maryland Christmas 2015

Families across the state submitted hundreds of minutes of footage last year. From under the tree, to our **Facebook** page, watch and enjoy the magic of Christmas.

Read their stories, and help **give a child a Christmas** today.



Santa Claus Anonymous | [About Us](#) | [Stories](#) | [Events](#) | [Donations](#) | [Supporters](#) | [Contact](#)
1111 Light St, Baltimore, MD 21230 | santa@santaclausanonymous.org | [@Santa Claus Anonymous 2015](#)

Figure 1: HOME

Santa Claus

ANONYMOUS MARYLAND

Donate Today!

- About Us
- Stories
- Events
- Donations
- Supporters
- Contact Us

Give Online

Thank you for your interest in Santa Claus Anonymous. Every dollar is appreciated and can make a real difference. Remember that when you donate to SCA, you become part of the holiday spirit and are helping to give a child a Christmas.

Each contribution is tax deductible. Once you have finished donating, you will be able to print out a receipt.



- 1 Amount
- 2 Personal Information
- 3 Billing Information

\$10	\$25	\$50	\$100
\$250	\$500	\$750	\$1000

Make It Monthly

no yes, for 12 months

E-Newsletter

Give By Mail

1111 Light Street
Baltimore, MD 21230

Please download, print and fill out our donation form. Please make all checks payable to **Santa Claus Anonymous**.

Your gift is greatly appreciated.



[Donation Form \(pdf\)](#)

Give By Phone

Call us anytime. Should you not get an answer, please leave us a detailed message with your full name, phone number, and the best time to reach you.

Thank you so much for your generosity.

Nicole Russell
Executive Director

443-557-7000
410-456-9269



Figure 2: DONATIONS

Santa Claus

ANONYMOUS MARYLAND

Donate Today!

About Us Stories Events Donations Supporters Contact Us

Give Online



1 Amount 2 Personal Information 3 Billing Information

E-Newsletter

AMOUNT: \$50.00 [edit](#)

REQUIRED INFORMATION

FIRST NAME	LAST NAME	
<input type="text"/>	<input type="text"/>	
ADDRESS 1	ADDRESS 2	
<input type="text"/>	<input type="text"/>	
CITY	STATE	ZIP CODE
<input type="text"/>	<input type="text"/>	<input type="text"/>

OPTIONAL INFORMATION

EMAIL ADDRESS	COMPANY
<input type="text"/>	<input type="text"/>
DONOR NUMBER	PHONE NUMBER
<input type="text"/>	<input type="text"/>

I WOULD LIKE TO RECEIVE COMMUNICATIONS FROM SANTA CLAUSE ANONYMOUS.

yes no

OPTIONAL DONOR DEDICATION

NAME OR OCCASION	DEDICATION EMAIL ADDRESS(ES)
<input type="text"/>	<input type="text"/>

(examples: John Doe, Joe Blogg's Birthday, SCA's 90th Anniversary)

SEND E-CARD

yes no

E-CARD SUBJECT

E-CARD MESSAGE

continue



Santa Claus Anonymous | About Us | Stories | Events | Donations | Supporters | Contact
1111 Light St, Baltimore, MD 21230 | santa@santaclausanonymous.org | @Santa Claus Anonymous 2015

Figure 3: ONLINE DONATION (step 2)

Give Online



- 1 Amount
- 2 Personal Information
- 3 Billing Information

AMOUNT: \$50.00 [edit](#)

REQUIRED INFORMATION

Justin Bend
7735 Old Georgetown Road
Bethesda, MD 20814 [edit](#)

OPTIONAL INFORMATION

justin.bend@livehealthier.com
(240) 483-4381 [edit](#)

BILLING INFORMATION

CREDIT CARD TYPE	SECURITY CODE	
<input type="text"/>	<input type="text"/>	
CREDIT CARD NUMBER	MONTH	YEAR
<input type="text"/>	<input type="text"/>	<input type="text"/>

[continue](#)

Figure 4: ONLINE DONATION (step 3)

Santa Claus

ANONYMOUS MARYLAND

Donate Today!

- About Us
- Stories
- Events
- Donations
- Supporters
- Contact Us

Give Online



- 1 Amount
- 2 Personal Information
- 3 Billing Information

E-Newsletter

AMOUNT: \$50.00 [edit](#)

REQUIRED INFORMATION

Justin Bend
7735 Old Georgetown Road
Bethesda, MD 20814 [edit](#)

OPTIONAL INFORMATION

justin.bend@livehealthier.com
(240) 483-4381 [edit](#)

BILLING INFORMATION

XXXX - XXXX - XXXX - 2199

06/20 [edit](#)

Please review your information for accuracy. It is Santa Claus Anonymous policy never to allow the sale of your personal information for any use by a third party. Every dollar you donate is tax-deductible. Once you have donated, you will be able to print out a receipt for your donation.

Thank you for your contribution in giving a child a Christmas.

SUBMIT



Figure 5: ONLINE DONATION (confirm)

A new home page concept is displayed in Figure 1. It contains the new branding, and features a prominent “Donate Today!” call-to-action that will be retained on every page. The design contains a new section to include in the homepage rotating banner that will allow a visitor to start the first step of the new online donation user experience right from the home page. The user can select an amount with one click instead of having to type in the amount they want to give. They can also declare if they want to make a monthly contribution, rather than just one-time.

Figure 2 shows the new “Donations” page reachable from the main navigation, or from the “Donate Today!” top-right call-to-action. The user’s expectations are set as to how many steps the online donation process will require. Options for giving by mail or phone are also provided. When the user clicks the “Donation Form (pdf)” link, they will be able to download a redesigned donation PDF containing the new branding and asking for the same information as the online donation experience. No new technology need be developed to take in donations over the phone. SCA should just make use of the infrastructure already in place on the website to process credit card payments.

Figures 3, 4 and 6 show the progression through the full online donation redesigned experience. In Figure 3, intuitive color coding has been introduced to identified required fields and optional fields. From this screen, user contact information is captured along with consent for future contact. A new, option, Donor Dedication has been introduced to allow the user to promote their giving by sending someone a message of their choosing while making a donation. This aligns with the functionality present on most contemporary NPO online donation pages. The user is encouraged to give in someone’s name, or mark a specific occasion.

Figures 4 and 5 show the remaining progression for online giving. When the user moves through each step, they can review the information they just supplied and return to edit

it at anytime. A tooltip is available to explain how to attain credit card security code information. The confirmation message expresses Santa Claus Anonymous' gratitude for the donation.

"12 Months of Christmas" Fundraising Events Concept

As SCA grows, there may be provision for more events, to create more buzz, collect more donations, spend on advertising and improve participation in the organization. If SCA grows enough to be able to execute twelve events a year, SCA can promote their events collectively during the phone-a-thon and throughout the year as "*The 12 Months of Christmas*". Our team has some event ideas you may want to consider, which target different demographics, to increase diversity within the organization. They include the phone-a-thon (previously mentioned), a bachelor/bachelorette silent auction, a green happy hour, a crab feast, a fashion-meets-art silent auction, a hole-in-one shootout competition, a booze cruise, 80's dance party, murder mystery dinner and a brunch. The team has gone in depth and elaborated on some information regarding organizing and publicizing five of these, which includes the phone-a-thon aforementioned.

February: SCA's Bachelor and Bachelorette Silent Auction

Target: Singles

Idea: The month of February historically has been Valentine's Day/Romantic holiday oriented, but not everyone has a loved one to share this day with. This event is for those singles to have a way to celebrate and show love for SCA by bidding for a date with a participating Bachelor or Bachelorette. The event would be like a silent auction cocktail party.

30 Second Localized Radio Ad: Calling all singles! Christmas is over and Valentine's Day is quickly approaching. Many needy children in Maryland went without Christmas gifts and you have nobody to love this Valentine's Day... So sad! But this is an opportunity to show love for Santa Claus

Anonymous and help in the quest to give a child a Christmas next year by bidding on a date with your favorite Santa Claus Anonymous volunteer Bachelor or Bachelorette at (venue)! Your bid is a fun, tax deductible donation that will bring joy to you and the children you help. To see the candidates and purchase tickets (contact information)!

Ticket Price/Cost of Event: Pending on sponsorship.

Considerations:

- Try to get single volunteers for SCA first, then consider asking neighbors, members of your church and/or singles who might want to help out a cause and have a fun evening out in return. Single local “celebrities” like news anchors, or radio hosts, even professors can create a lot buzz. Ask the potential candidates if they would like to help a good cause.
- Choose the location of the event.
- Inform Bidders. Before the auction begins, post lists of the available bachelors and bachelorettes with short bios and descriptions of the date they’ll be taking the bidder on. (This list can be on the website info page for this fundraiser, on email invites and any marketing materials as well.) Include fun facts about the candidates, or a quote from them and a photo.
- Set locations for the dates. Talk to various local establishments to see if they’re willing to donate gift certificates, or date packages to go along with the bachelor/bachelorette won in the auction. Inquire about a local limo company who might donate a few hours with a limo and driver to take the couple out in style. Have the bachelors and bachelorettes choose the package they want so the person

bidding on them has an idea of that person's interests. This is also informative of how the evening will be spent.

- Do not define when the date will take place. Leave this up to the couple.

For additional information on an event of this kind, please visit:

<http://www.fundraiserinsight.org/articles/bachelor-auction-fundraiser.html>

March: "3's A Charm" Green Happy Hour @ (3 venues)

Target: Young professionals (who tend to be more environmentally conscious than older generations, and tend to make less than their seniors) who need and like to network that are local to the event location

Idea: At bars nationwide, much of March tends to be a month centered around the color green and libations due to the St. Patrick's Day Holiday. This week-of-St. Patrick's Day happy hour would be a way to attract young professionals to piggyback on the current St. Patrick's Day Holiday trend, the trend of being "green" environmentally, and wearing green in honor of the St. Patrick's Day Holiday all while enjoying various organic libations. There would be 3 of these happy hours planted in various locations, so as to maximize participation in different geographic areas of MD. Anyone who commits to volunteering for SCA at the event would get a token to display and promote their commitment, in the form of a green leprechaun hat.

Price: A donation of no more than \$20/pp, which includes 2 organic cocktails or one can drink—2 for free if they commit to becoming a new member of the SCA's volunteer group.

Email Invite Ad: FREE GREEN DRINKS! Put your green on and come join the leprechauns of Santa Claus Anonymous for a tasting of organic cocktails on (date@ at one of 3 venues TBD). Become a Santa Claus Anonymous volunteer and drink for free or donate \$25 to participate. Portions of the proceeds to benefit Santa Claus Anonymous, giving needy children a Christmas for over 80 years. RSVP to _____. Payments can be made (contact information).

Considerations:

- Get the venues to agree to block off space and maybe provide some h'orderves as a donation or at cost as well as agree to provide a list of available organic cocktails.
- Sell tix and recruit volunteers at the door.
- Provide bartenders in advance with recipes for organic cocktails for tasting, in the event they don't have some already. Some recipes suggestions include:

Botanical Lemon Drop

- 2 oz. Square One Botanical Vodka
- 1/2 oz. fresh lemon juice
- 1/2 oz. organic agave nectar
- 1/2 bar spoon of Absinthe

Pour absinthe into a chilled cocktail glass, swirl to coat the glass and shake out excess. Pour all other ingredients into a cocktail shaker filled with ice. Shake hard and strain. Garnish with lemon twist.

Eco Mojito

- 2 ounces VeeV Acai Spirit
- 3/4 ounces agave nectar
- 4 lime wedges
- 6 mint leaves

- Club soda

4 Copas Organic Margarita

- 2 oz. 4 Copas Organic Blanco Tequila
- 1.5 oz. Organic Lime Juice
- 1 oz. Organic 4 Copas Blue Agave Nectar
- Splash of club soda

Shake all ingredients in a cocktail shaker with ice. Fill glass with ice strain the mixture over fresh ice, garnish with lime and serve.

Strawberry Basil Spritzer

- 2 oz. Square One Organic Vodka
- 3 strawberries
- 2 basil leaves
- 1/2 oz. lemon juice
- 1/2 oz. agave nectar
- Club soda

Muddle strawberries and basil in a mixing glass. Add other ingredients except club soda. Shake briefly with ice. Strain into tall Collins glass filled with ice and layered with a few slices of strawberry and basil chiffonade. Top with club soda. Serve with a straw. (Credit: Allison Evanow)

April (Post Tax Day): Family Crab Feast Celebration

Target: Maryland/Baltimore County (affluent) families

Email Invite (Ad): We all know the 16th is the day after Tax Day but did you know April 1 is the official beginning of the Blue Crab harvest season? Don't get stuck paying too many taxes again! Use part or all of your refund to make a charitable donation to Santa Claus Anonymous that will decrease your taxes due for next year and give a child a Christmas - all while enjoying Maryland's finest Blue Crabs! This all-you-can-eat-and-drink fun feast will not only be incredible but just like all of the other

SCA events, your ticket is tax deductible! Bring the whole family or join ours! Your seat awaits!

Price: Pending on sponsorship. Cody's Heart Foundation, a Maryland non-profit organization, holds a yearly crab feast and these are some of the sponsors they have which SCA could potentially also reach out to.

- Southwest Airlines (donated 2 R/T tickets to COdy's Heart NPO Recipient)
- Cedarwood Community Association (Facilities)
- The Hangdog (Music)
- Cheshire Crab (Steamed Crabs at Cost)
- Woodberry Kitchen (Donated Salad & Beer at Cost)
- Harbour Liquors
- Corwell Liquors (Liquor at Cost)
- Stallings Funeral Home (Tickets)
- Nicole Morris (Poster Design)
- Maryland Gazette
- Sandy Springs Bank on Mountain Road
- Champion Real Estate on Mountain Road
- Pasadena Voice (Advertising & Promotion)
- Susan Wittek (Photography)
- The Daily Scoop Ice Cream Shop (Donation)
- Expressions by Georgette Family Salon (Donation)
- Anne Arundel Seafood (Donation)
- Noodles Restaurant (Donation)
- Keith Hare & Alex & Bonnie Watts, Sr. (Grills)
- Northeast High School Interactive Club Students (Set-up, Event Production & Clean-up)

Considerations:

- Get the venue (possibly Cheshire Crab in Pasadena or Captain James in Baltimore) to agree to block off space and provide a discount for the event.
- Sell tix via email invites, phone and the website. This could include all you can eat crabs, salad, corn and drinks.

For more information about a successful Baltimore, MD NPO crab feast charity event, please visit:

<http://whatwouldcodydo.net/another-successful-crab-feast/>

June: Golf Pro Shootout

Target: Considering the cost to shoot is \$1 a ball, this could be practically affordable to anyone who loves a good competition or just having fun.

Idea: This event can generate upwards of \$50,000 if properly planned and executed. A well run shoot-out can become a yearly attraction for your community and a yearly annuity for SCA.

Email Invite Ad: "Love golf or just wanna have fun? Rookie or pro - take a swing at it for a chance to win (list prize give-a-way to incentivize participation)! Proceeds to benefit Santa Claus Anonymous, giving needy children a Christmas for over 80 years.

How it Works: Qualifying for an attempt to shoot for (designated prize) is usually spread out over a three to four day period. The most successful events are generally run Thursday through Sunday.

Several hitting stations are set up on the driving range with a specialized green cut 115-125 yards from the teeing area with a 3-5 foot circle placed

around the pin. Each station is assigned numbered/colored balls or a spotter and the honor system is employed.

Golf balls are sold throughout the qualifying period for \$1 each. Revenues are to benefit SCA and are partially tax deductible to the contestants. Average expected income is \$1,000 per qualifying hour assuming 18 stations and adequate publicity. Contestants move on to the semi-final round by making a hole in one or landing a ball within the circle.

Semi-finals are generally conducted one hour prior to the nals depending on the number of quali ers from round one. All contestants qualifying for the semi-finals are allowed one shot for each hole in one or ball in the circle in round one.

The number of finalists are predetermined by the shootout committee and are quali ed by a closest to the pin contest in round two. Generally 10-30 finalists are desired for manageability and cost effectiveness. Consolation prizes should be awarded to all semi- finalists not advancing to the finals. Golf equipment, gift certi cates, green fees, etc. are excellent ideas.

Each finalist receives one chance to make a hole in one for a grand prize.

For more information on a successful, large-scale gold shootout please visit:

<https://www.holeinoneinternational.com/assets/pdfs/guides-planners/Successful-Million-Dollar-Shootouts.pdf>

September: Totally 80's Dance party

Target: Affluent adults who enjoy 80's music

Idea: To have an 80's dance party at the venue, GAME with The Reagan Years Band. The Reagan Years has their own following and if marketed

jointly with the Reagan Years on their website, this event would attract existing fans as well as people not familiar with the band.

Email Invite/Print Ad Copy: Santa Claus Anonymous invites you to put on your best 80's gear and rock out with The Reagan Years, America's premier 80's tribute band at GAME in Baltimore. Adults only. To purchase tickets (insert contact information). Proceeds to benefit Santa Claus Anonymous, giving needy children a Christmas for of over 80 years.

Potential Publications for the Print Ad: These (among others) Baltimore Schools have advertising opportunities to reach affluent parents and alumni:

- Gilman/Carol Schuch - Admin Assistant to the Athletic Director/ 410-323-3800 ext 361.
- Friends/Heidi Blalock/Marketing Director/ 410-649-3216
- Johns Hopkins University/Johns Hopkins Magazine/ Kristen Cooper /JHU@leapdaymedia.com /410-458-9291

The magazine mails to over 120,000 people four times each year. Johns Hopkins alumni comprise about 75 percent of that total. The remaining 25 percent includes faculty, senior staff, parents of current students, and friends (i.e., donors) of the university. All of these readers receive the magazine free of charge.

The Venue: <http://www.gamebaltimore.com>

The GAME is conveniently located off of 95 in between the Baltimore stadiums and adjacent to the Horseshoes Casino. There s plenty of parking and huge space (5K SF in one area and another 5k across the street) for entertaining about 500-700 people in either space.

Owner, Jimmy Trujillo, said if SCA sold 400-600 tickets, he would provide food and beverage (alcohol included) for \$50/head.

Jimmy's contact info: #443-829-1021

The Band:

The Website: <http://www.thereaganyears.com>

Promo Video - <https://www.youtube.com/watch?v=jm8IPDoVYko#t=64>

Two 60 minute sets: \$3500.

Direct Solicitation

A reimagined donation package has been developed with SCA's new branding. This piece was informed by the disparate 8.5" x 11" materials supplied by Jim Russell throughout the semester. While unclear how these diverse materials are distributed, it is clear that there is a need to combine this information into a single cohesive donor packet with a consistent message and objective.

This redesigned package is a booklet that introduces the organization. Housed within is the President's letter which is recommended to be updated each year, an explanation on all the ways someone can make a donation, and perforated form and envelope that can be removed to mail in a donation.

This package can be used in a variety of ways. It can be left in rack holders in many different locations including churches or government offices. While the print costs would certainly be higher than a postcard, this booklet could be used as a prospect mailer for potential donors. By providing more information about the organization in a well-design and cohesive package, the potential donor can make a connection with SCA's work and immediately be compelled to give.

The target demographic for this packet are older affluent adults, who in many cases are more apt to donate via mail. This package makes this process easy by including a removable form and envelope. The donor only needs their check, a pen, and postage. The package also provides information for donating online or by phone. This will be a great leave-behind piece for SCA while meeting with any potential donor.

GIFT CERTIFICATE REDEMPTION

SCA aims to increase gift certificate redemption rates—particularly in the City of

Baltimore. While far more data needs to be collected about the use of Santa Claus Anonymous gift certificates to assess whether the recipients are experiencing difficulty such as lack of mobility or proper identification, a redesign of the gift certificate package with an emphasis on clarity and authority will help to improve overall gift certificate redemption rates. The current gift certificate lacks SCA branding, is unclear and uninspiring, and lacks the authority and excitement that free money should carry.

The letter that is distributed to compliment the gift certificates has been rebranded and redesigned for clarity. Readability has been vastly improved, and reminders have been added to “Share your Christmas story” by visiting the SCA website. Santa Claus Anonymous content information is present should the recipient experience any complications. The legacy Santa Claus of the current SCA brand will live on in the redeemable gift certificates distributed to Maryland families.

CONCLUSION

Santa Claus Anonymous needs a revitalization of culture. The organization needs to take steps to disrupt from within, so as to avoid disruption from without. This positive cultural change should start with a membership at Betamore. The momentum should be expanded by mobilizing volunteers and creating academic internships to introduce a continuous pool of new and contemporary talent and ideas. A calendar full of fundraising events should be developed to be organized and staffed by SCA’s new pool of resources. Rebranding should take place to fly the flag of Maryland, and promote this new vibrancy of culture while retaining the heritage and legacy Santa Claus Anonymous has worked so hard to build. By implementing these recommendations, Santa Claus Anonymous can ensure sustained service for Maryland’s most vulnerable at the time of year when they need it most.

Merry Christmas.

Thank you for this opportunity.

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