Holiday Donation Tag Promotion

We have launched our ***holiday donation tag pilot***—an opportunity to invite shoppers to deepen their support for neighbors in need and learn more about the mission behind our stores.

Through this donation tag program, shoppers can support the Monday Meal Program guests, Getting Ahead participants, Dimas neighbors trying to access local mass transit and shelter for those who need a safe place to stay this winter. Each invitation to give is also a chance to share a simple message: ***every purchase and donation at St. Vincent de Paul helps our neighbors.***

Many shoppers know us for affordable clothing, furniture, and household finds. This holiday appeal helps them discover the practical assistance we provide every day and the growth opportunities of our Getting Ahead program. Together, our Council programs and the personal, in-home visits of our Vincentian members touch more than 23,000 lives

Our marketing team has prepared promotional signage and in-store TV announcements to introduce the program and highlight the programs and ministries it supports. These materials will set the stage for our cashiers to make a warm, personal invitation to give. ***Each part matters: the displays build awareness, and the conversation at checkout gives shoppers an opportunity to act on their generosity.***

Making this work takes all of us—from planning and preparing materials to helping store teams feel confident explaining the impact of these special holiday round-ups. Taking ownership of our part and following through on the details shows pride in our mission - to provide needed help to our Waukesha neighbors. Practically speaking, it also demonstrates how we can turn a shared vision into shared meaningful action across our stores to effect positive change in our community.

Thank you for bringing our mission into everyday conversations and helping more people see the difference they can make. ***This is "Neighbors Helping Neighbors" in action—and each of you helps make it possible.***