



ALTERNATIVE GIFT MARKET

"When I give I give myself"
Walt Whitman

Benefits of the Alternative Gift Market:

- Opportunity to educate parishioners about charities supported by your congregations and to enlist their direct support.
- An effective means to identify other parishioners who would like to further your congregation's support of GAIA through the collection of names and all pertinent contact information.
- Due to the flexibility inherent in the Alternative Gift Market, various outreach missions or goals can be fulfilled through two main avenues: 1) Multitude of GAIA projects detailed in the GAIA AGM Catalog herein below, and/or 2) Charities altogether independent from one another such as those focused on the environment, orphan care, fight for a cure, regional/national oriented.

IDEAS FOR IMPLEMENTATION

1. Discuss Alternative Gift Market idea with clergy.
2. Outreach/Mission group to work directly or create a planning committee ("Outreach").
3. Outreach identifies outreach goals and program areas either through vote from the congregation or specifically within Outreach itself.
4. Outreach then identifies specific charities to meet the established goals and program areas.
5. GAIA's comprehensive Alternative Gift Market Catalog ("AGM") spans many diverse program areas and could be effective in addressing relatively disparate interests of individuals, however, it is our understanding that some congregations support various charities. In this case, the GAIA AGM Catalog could be GAIA's representation within a multiple charity AGM. Should Outreach decide to focus solely on the GAIA AGM Catalog, the Catalog would preclude the need to go through the exercise of a congregant or Outreach vote.
6. Determine whether the AGM will be ongoing throughout the year or solely during the holiday season. (See below for further details.)
7. The AGM is a wonderful opportunity for parishioners to acknowledge milestones and special events such as anniversaries, birthdays and graduations, Mother's Day, Father's Day, etc., or the memory of a loved one. For an ongoing endeavor, the congregation can be reminded of the AGM regularly throughout the year via monthly church newsletters, Sunday programs, and the like, and be displayed in a convenient and visible area of the church.
8. Should it be determined that the AGM will be solely a holiday event, i.e. Christmas, it is recommended that a time line detailing target dates be established.
9. Put together a catalog. A catalog will highlight the beneficiaries and examples of how donations are allocated. If GAIA is the sole beneficiary, the GAIA AGM Catalog will suffice.

10. Create a holiday gift card providing room to write in donor, AGM honoree, and donation information. This card will be sent to the AGM honoree as notice of the gift. These cards can be provided by GAIA. GAIA has a template that could be reproduced for this purpose.
11. Disseminate AGM notice and informational flyer to parishioners via mailers, church handouts, etc. The flyers highlight details of the AGM and of its participating beneficiaries. If GAIA is the sole beneficiary, the document labeled "Intro^Alternative Gift Market" can suffice, or be personalized and expanded upon, and used for the AGM notice and informational flyer.
12. During the holidays, an AGM fair is a wonderful opportunity to advertise and implement the AGM. This can be done as a separate event entirely or incorporated during a Sunday "coffee hour." Invite GAIA and/or other participating charities to have a booth to advertise their charity and answer questions. Pictures, pamphlets and flyers are available for dissemination.
13. Church youth groups or Sunday schools can be used as "personal shoppers" in the fair even including and displaying related projects of their own such as an art show or play, highlighting charities work and focus.
14. Those interested in participating in the AGM, fill out the "order form" in the catalog put together by Outreach or the GAIA AGM Catalog.
15. Determine if checks are to be endorsed to the church or directly to the beneficiary. If donations are made by credit card, please use the order form on the back of the GAIA AGM Catalog. Please make sure that the donation amount is clear on the order form. "Name(s) as you wish it to be listed" refers to the public credit given to the donor in the GAIA annual report.
16. Gift cards are available at time of purchase for donor to fill out and mail to AGM honoree. When collecting payment, please gather all contact information (including email) to the donor and AGM honoree. Please forward all contact information and donations to GAIA. Gift cards should encourage visit to GAIA website. Additionally, the donor is able to indicate on the order form a program area of interest such as "orphan care." Subsequently their donation will be applied to programs which focus on orphans. Multiple cards can be given for a single donation as one lump sum donation may be intended for multiple honorees.
17. When donor contact information is provided, GAIA will properly acknowledge all donations.
18. Note: When it is time to start another AGM or plan for the forthcoming year, previous donors can be reminded of their donations via cards, phone calls, etc. as well as highlighting the invaluable help given through their generosity. This can be an affective and gentle reminder to encourage repeated participation.

To learn more, we invite you to visit our website at www.thegaia.org

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