



**Eaglecom**
MARKETING

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OPERATION CHRISTMAS CHILD

Dear Media Partner,

Operation Christmas Child, a project of Samaritan's Purse, is celebrating 28 years. We are grateful for your partnership as we follow COVID-19 health guidelines to bring joy and hope into the lives of hurting children around the world, through gift-filled shoeboxes.

We are pleased to confirm that our 2021 shoebox campaign will occur in two parts. Phase One of the campaign will run from **Oct. 12 to Nov. 21** and will focus on packing physical shoeboxes and dropping them off at local Collection Centers, and packing shoeboxes online at PackaBox.ca. Phase Two of the campaign will run from **Nov. 22 to Dec. 31** and will assure community members that if they missed the drop-off deadline or want to "pack one more" shoebox, they can do so online.

Thank you for your role in blessing over 187 million children since 1993, and for partnering with us in 2021 as we strive to reach millions more children with Good News and great joy.

National Collection Week
NOVEMBER 15-21

Operation Christmas Child® is a project of Samaritan's Purse®
20 Hopewell Way NE, Calgary, AB T3J 5H5
1-800-303-1269 | SamaritansPurse.ca



2021

IMPORTANT DETAILS

PHASE 1

Oct. 12-Nov. 14:

Operation Christmas Child promotional campaign begins

Nov. 15-21:

2021 National Shoebox Collection Week

PHASE 2

Nov. 22-Dec. 31:

Online Shoebox Campaign

PHASE 3

DEC. 31–JAN. 10:

Complete online response form at eaglecom.ca/occ. It is crucial that we get as much feedback about the 2021 campaign as possible.

GET CONNECTED

OPERATION CHRISTMAS CHILD

Fax: 403-250-6567

SamaritansPurse.ca/OCC

Instagram: [occ_canada](https://www.instagram.com/occ_canada)

Twitter: [@OCC_Canada](https://twitter.com/OCC_Canada)

Email: occ@samaritan.ca

Phone: 1-800-303-1269

EAGLECOM MARKETING

Fax: (604) 948.2171

Online: eaglecom.ca

Facebook: [EaglecomMarketing](https://www.facebook.com/EaglecomMarketing)

Instagram: [EaglecomMarketing](https://www.instagram.com/EaglecomMarketing)

Twitter: [@eaglecomteam](https://twitter.com/eaglecomteam)

Email: jonathan@eaglecom.ca

Phone: (604) 948-8610



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PROMOTIONAL IDEAS AND EVENTS

CONNECT WITH OPERATION CHRISTMAS CHILD VOLUNTEERS

Contact Operation Christmas Child to see who in your area is a local volunteer, and partner with them to help promote their events and promotional efforts.

ON-LOCATION REMOTE

Host a remote at your local mall—for a few hours, or a few days! See how many boxes your listeners can shop for at the mall, and drop off at your station's booth! Challenge your listeners to shop for one more box. It is a great cross-promotion for yourself, the mall and Operation Christmas Child.

PARTY

Host a station packing party; invite your community to come by and pack boxes with you and your on-air staff at the station! This is a great chance for you to connect with your listeners.

PARTNER

Become an Operation Christmas Child Drop Off location and encourage listeners to drop off their gift filled boxes at your station. Call **1.800.303.1269** to speak to an OCC representative in your area.

STORE PARTNERSHIP

Consider partnering with your local dollar or grocery store, encouraging listeners to shop for their shoeboxes at those stores!

CHURCH PARTNERSHIP

Consider partnering with a local church and host a remote at their location and encourage listeners to come by and connect with your station's team—and of course, drop off their shoeboxes!

TV SEGMENT

Consider filming a local community project about Operation Christmas Child or including the Collection Week in your station's community calendar.



WHAT YOU NEED TO KNOW

How to Pack Your Shoebox Gifts

1

Fill Shoeboxes: Fill average-sized cardboard or plastic shoeboxes (no large ones) with small gifts, and affix a completed Boy or Girl label to each box.

GIFT SUGGESTIONS

Toys and other gifts: such as dolls, soccer balls (with needle and pump), stuffed animals, socks, hair clips, cars, musical instruments, puzzles, jump ropes, etc.

School supplies: such as pencils, pens, crayons, pencil crayons, notebooks, coloring books, etc.

Non-liquid hygiene items: such as toothbrushes, bar soap, washcloths, combs, etc.

Personal note and photo (not inside the donation envelope)

DO NOT INCLUDE

- Food or candy
- Toothpaste
- Used items
- Breakable items (glass, mirrors, etc.)
- Decks of poker playing cards
- Items that could leak, melt, or freeze (shampoo, creams, etc.)
- Items that can scare or harm a child (war-related toys, knives, toy guns, etc.)

START WITH A
“WOW” TOY!



2

Donate \$10 per box: Donate online at SamaritansPurse.ca or place a cheque or cash donation inside a shoebox on top of your items. Please make one combined donation for multiple shoeboxes.

Tax-deductible receipts will be issued for donations of \$20 or more.

ONLINE CREDIT CARD DONATION OR CHEQUE PREFERRED.

3

Drop off: Take your gift-filled shoeboxes to a local drop-off location during National Collection Week, Nov. 15-21.

To find a drop-off location near you, visit:

SamaritansPurse.ca/OCC, or call **1-800-303-1269**.

WHAT YOU NEED TO KNOW

Operation Christmas Child Facts

- The 2021 National Collection Week is Nov. 15-21.
- Shoebox gifts can also be packed online at [PackaBox.ca](https://www.PackaBox.ca).
- 373,188 gift-filled shoeboxes were collected in Canada in 2020.
- Operation Christmas Child shoebox gifts are also collected in Australia, New Zealand, Germany, Finland, Spain, the United Kingdom, Japan, South Korea, and the United States.
- Shoebox gifts are distributed in more than 100 countries, on six continents (all but Antarctica).
- In 2020, more than 10 million gift-filled shoeboxes were collected worldwide.
- Since 1993, more than 187 million Operation Christmas Child shoeboxes have been collected and distributed around the world.



CAMPAIGN DETAILS

About Operation Christmas Child

- Operation Christmas Child brings joy and hope to children in desperate circumstances around the world through gift-filled shoeboxes and the message of God's unconditional love.
- When culturally appropriate, children who receive gift-filled shoeboxes are offered a colorful booklet, called The Greatest Gift, which explains the message of salvation through Jesus Christ, in the child's own language.
- When possible, children who receive shoebox gifts are also offered the opportunity to take part in a 12-lesson discipleship program called The Greatest Journey, presented through the local church.
 - In the past 10 years, more than 11 million children have made decisions for Christ through The Greatest Journey.
- Each gift-filled shoebox should contain a well-balanced variety of school supplies, toys, hygiene products, and a personal note and photo if you wish. Please do not include any food items.
- **The requested \$10 donation for each shoebox is used to help cover the cost of:**
 - Collecting gift-filled shoeboxes from across Canada and bringing them to our processing center.
 - All processing center costs, including staff, maintenance, and utilities.
 - Transporting the processed shoebox gifts to and inside of all receiving countries.
 - Annual training and support for all receiving country shoebox distribution teams, and support volunteers.
 - Administrative, operational, and staffing costs.
- Operation Christmas Child shoeboxes open doors for Samaritan's Purse to provide children, families, and communities with access to clean water, food, clothing, shelter, medical assistance, and more.
- Shoeboxes from Operation Christmas Child transcend all barriers—language, culture, geography, and politics—to give joy and hope to children in need around the world.



GET INVOLVED

:30 SPOTS

Air PSA spots from Oct. 13 to Dec. 31.
Please contact Eaglecom to receive spots.

WEB BANNERS

Place an Operation Christmas Child banner on your website and link it to SamaritansPurse.ca/OCC.

INTERVIEWS

Arrange an interview with a local, regional, or national representative of Operation Christmas Child. Each interview is a great way to motivate and encourage people to pack shoeboxes this year.

STATION EVENTS

Host a station event on behalf of Operation Christmas Child (reference Promotional Events and Ideas).

To find out about local events or to set-up an interview call:

Frank King

Samaritan's Purse
News Media Relations Manager
1-800-303-1269 (Office)
fking@samaritan.ca

Download creative from
eaglecom.ca/occ

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