



About Season of Care

Season of Care is an annual community initiative that unites donors, volunteers and business partners to give holiday assistance, dignity and hope to FCS clients in need. Last year, the program provided more than **3,300** Tulsans with a meaningful and joyous holiday experience.

As the needs of the individuals and families we serve continue to grow, so does our commitment to meeting them. This year, we're expanding our program through partnerships with local businesses like yours. Together we can extend our reach, inspire community-wide generosity, and provide hope this holiday season.

What is a Holiday Partner

A Holiday Partner is a business that helps FCS make the holiday season brighter for local families in need through creative giving opportunities, community engagement and acts of generosity. We'll work with you to choose a participation opportunity that fits your business—from hosting a donation drive to organizing a give-back promotion or customer giving campaign.

Benefits of Partnership

- ♥ Meaningful local social impact
- ♥ Authentic corporate social responsibility
- ♥ Positive brand association
- ♥ Customer and employee engagement
- ♥ Flexible and customizable participation options

Ways to Participate

Every Holiday Partner will serve as a Holiday Giving Hub, creating a convenient place for our community to give back. From there, you can customize your involvement by adding one or more participation opportunities that best fit your business. More details on back.

- ♥ Host a give-back shopping day
- ♥ Offer a buy one, give one promotion
- ♥ Participate in round-up at checkout
- ♥ Host an in-store or on-site event

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WAYS TO PARTICIPATE CONT'D

Holiday Giving Hub

Partners will serve as a donation collection site at their place of business to collect toys, winter items or essential household goods. We provide the collection box, signage, guidelines and coordination.

- ♥ High-visibility community engagement
- ♥ An easy way for customers and employees to give back this holiday season

Give-Back Shopping Day

Designate a day or weekend where a portion of sales supports Season of Care.

- ♥ Align giving with everyday purchasing
- ♥ Increase foot traffic and urgency
- ♥ Simple fundraising with clear impact
- ♥ Customizable timeframe – you choose the date!

Buy One, Give One Promotion

Encourage customers to make an immediate impact by donating a new item with their purchase or by matching purchases with a donation.

- ♥ Easy way to engage customers in giving
- ♥ Increases sales
- ♥ Creates a meaningful shopping experience

Round-Up at Checkout

Invite customers to round up their purchase total to support the Season of Care program.

- ♥ Low-pressure ask
- ♥ High participation rates
- ♥ Great add-on to other campaigns

Host an Event

Partners can bring Season of Care to life through on-site or in-store events, such as:

- ♥ Gift wrapping parties
- ♥ Donation drive kickoffs
- ♥ Customer appreciation events with a giving component

Sponsorship Opportunities

If one of these participation opportunities isn't the right fit for your business—or you're looking for more ways to make the holidays brighter for Tulsans in need—sponsorship opportunities are available at a variety of levels. Contact us for more information.

Holiday Partner Recognition

- ♥ Name recognition on website and social
- ♥ Promotion in eblasts and on social drawing donors to your business
- ♥ Media and press opportunities

