

Making Our Community Spirits Bright

Holiday Donation & Customer Engagement Ideas

- **Giving Tuesday.** The Tuesday after Thanksgiving is marked as “Giving Tuesday.” Created in 2012, this day encourages people to do good, collaborate and celebrate generosity. It is a great day to kick off your utility’s holiday donation drive or coordinate a volunteer activity in the community.
- **Grocery store round-up.** Partner with your local grocery store to sponsor a “round up” holiday program. Patrons can choose to “round up” their grocery bill to the nearest dollar to donate to a local charitable organization and the local utility will cover the total donation amount.
- **Gifts for seniors.** Purchase gifts to brighten up the holidays at the local Senior Center or Assisted Living Facility. Gift ideas include LED tabletop holiday trees, festive LED night lights, etc. Order a local utility branded ornament through WPPI’s joint purchase by November 11!
- **Santa’s elves/Be a Santa to a Senior.** Coordinate a partnership between an elementary school classroom and the local Senior Center and have the students create holiday cards and serve as Santa’s elves to write a cheerful holiday letter to those who may need an extra smile during the holiday season. Order a local utility branded LED snowperson spinner as a thank you to the students by November 11!
- **12 Days of Giving.** Just like the popular holiday tune, create a 12 Days of Giving campaign providing donations to local organizations for each day. Or, raffle off Chamber Bucks to support local businesses.
- **Gratitude video.** Create a short, but sweet gratitude video with utility staff stating what they are especially thankful for this year and share on social media.
- **Community holiday light shows.** Is there a holiday light show in your community? Get involved by volunteering staff time or make a donation. Consider handing out a promotional item to attendees or include your logo and any pertinent resources to keep your participation visible to those who enjoy the show.
- **Children’s coloring & activity contests.** Host a holiday coloring contest in the community. WPPI already has materials available to get you started.
- **Donation drives.** Collect toys for children and families, non-perishable items for the local food pantry or coats and other cold weather attire to donate to those in need in your community.



WPPI is here to help. Please contact Kelly Davis at kdavis@wppienergy.org if interested in coordinating a special holiday engagement activity in your community. Members can use their Customer Services & Branding Funds to support these initiatives.