

Alternative Gifts International is a non-profit organization that inspires support for humanitarian and environmental causes. We offer donors the option to designate charitable gifts through carefully selected agencies in the name of their relatives, friends and associates.



Alternative Gift Markets, Inc.®  
alternativegifts.org — 800 842 2243

# Alternative Gifts International

July - October 2010 Newsletter

## THE NEW 2010-2011 AGI CATALOG SEASON HAS ARRIVED!

Firstly we would like to express gratitude to all our Donors. The purpose of AGI is to empower you, our donors, to help the world's poor and to save the environment. Your gifts have fed the hungry, housed the homeless, educated the poor and given medical aid to the sick and dying. We received numerous proposals from global charities this year. After meticulous research and review we have selected a balance of projects that will encourage your continued support, and inspire you to share the Alternative Gift giving message with others.

Our new AGI 2010 – 2011 Gift Catalog “My Shopping List for the World,” has launched and is available online! (Visit [www.alternativegifts.org](http://www.alternativegifts.org)). We are reducing our carbon footprint and mailing just one catalog prior to the holiday season. Expect to receive your copy in September 2010.

As AGI progresses into a new catalog year we have many goals in mind. Our primary goal is to continue to become a more “outward” organization. For almost 25 years our outward connections have been established through two core areas: Alternative Gift Markets and Gift Giving Donors.

“Our new AGI 2010–2011 Gift Catalog “My Shopping List for the World,” has launched and is available online! (Visit [alternativegifts.org](http://alternativegifts.org)). Expect to receive your printed copy in September 2010.”

Potential new markets attract greater awareness and support for our global causes. In this newsletter you will see that we are asking you to help “spread the word” and assist with widening the span of our Alternative Gift Market base. **We realize our donors and market coordinators are vital to the mission we are set on accomplishing, and we view you as our partner in growth toward our mutual continued support of environmental and humanitarian causes.** As we move into this catalog year we thank you for your support in our endeavor to change the world one gift at a time. <

## WE'RE EXPANDING OUR MARKETS AND WE NEED YOUR HELP!

Can you connect us with a congregation, school or organization that is inspired by social justice, motivated to help the world's poor and the environment, and is willing to host a Gift Market?

We'd like to be introduced to them! Please share their contact information by emailing [lynette@alternativegifts.org](mailto:lynette@alternativegifts.org)

REMEMBER: ALL participating AGI Markets are eligible to nominate a food pantry or homeless shelter in their community to receive AGI grant funds.

## > KEEP OUR GIFTS IN MIND FOR BIRTHDAYS & SPECIAL OCCASIONS.

Use the calendar poster on the reverse side of this newsletter as a unique reminder. Each month represents a **United Nations Millennium Development Goal** (UNMDG), which AGI is highlighting in our annual catalog. For more information, see [www.un.org/millenniumgoals](http://www.un.org/millenniumgoals).

## INSIDE THIS ISSUE:

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- Congratulations To All Our Successful Gift Markets! See who made our Top 10 List...

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- FREE REWARD!

- Join our AGI social networking sites!

### REVERSE SIDE

- Four-month calendar poster

# Q&A:

## THE MAKINGS OF A SUCCESSFUL GIFT MARKET

Linda Hagan, Gift Market Coordinator of Sunnyvale Presbyterian Church (2009–10 top performing Gift Market), offers insight on how to build a successful Gift Market...

### What are the key points to remember when creating a successful Alternative Gift Market?

**Linda Hagan:** Success is about starting early and planning for enough good volunteers, which we have been fortunate to have, to facilitate helping with order taking. Volunteers should be familiar with projects—aided by displays. Smile and remind people of the true nature of the gifts they're giving—and the ease of doing good. Have snacks and other foods like cookies to go with morning coffee, of course Fair Trade Coffee and/or Cocoa.

### What advice would you give to someone who is new to the Alternative Gift Market idea and is interested in hosting a gift market?

**LH:** Do a 'market' plan. The AGI marketing guide is a good start, plus discussing the gift market plans with others is a good strategy. Hosting is like a wonderful party! Keep it simple so no one gets tired. Don't get all caught up in the process ...What you need to do is simply get started!

### How do you reach out to someone to host a gift market?

**LH:** Plan to go to other churches when the new AGI packet is released and get 1-2 people at new churches to say "Yes!"

“Do a 'market' plan...keep it simple so no one gets tired. Don't get all caught up in the process... what you need to do is simply get started!”

### What method of promotion has been successful for your Gift Markets?

**LH:** We had an integrated Worship/Market this last year and probably will do similarly in the future. We have 3 quite different worship modes so our Pastoral leadership and Youth ministry lent a major hand in the Worship side. The actual message came from young people in the worship service, reading Gospel, singing appropriate songs. Music is an energizer!

Most years we have distributed materials four weeks prior to the event. We pass out cookies, spread the word, and include write-ups in our church newsletters.

This past year it was essentially done over three weeks. We had a BIG event: food, crafts of real substance - handmade flutes, exquisite quilts, and a unique crèches collection.

### As an experienced Market Coordinator, what have you learned over the years?

**LH:** At the end of the market, when everything is complete and turned in, evaluate what went well, what could have gone better, and what you didn't need to do. Always try to bring new people into the planning process—for fresh ideas!

Linda Hagan invites you to contact her at [ljhagan@sbcglobal.net](mailto:ljhagan@sbcglobal.net) if you would like more ideas on coordinating a gift market.

For more information about hosting a Gift Market contact Lynette Vignatelli at 800.842.2243 for a Market Resource Packet.



“Smile and remind people of the true nature of the gifts they're giving.”

The recruitment of dedicated volunteers is imperative to the planning and success of a gift market. Sunnyvale Presbyterian Church has relied upon the help of volunteers each year to produce positive results for their gift markets.

Photo provided by Sunnyvale Presbyterian Church.

congrats to the top

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# ALTERNATIVE GIFT MARKETS

for the 2009-10 season

THE COMBINED EFFORTS OF OVER  
225 MARKETS RAISED OVER:


**\$640,000**

1	<b>SUNNYVALE PRESBYTERIAN CHURCH</b>	<b>Sunnyvale, CA</b>	<b>\$20,544.95</b>
2	Our Father Lutheran Church	Centennial, CO	17,634.00
3	Solana Beach Presbyterian Church	Solana Beach, CA	15,985.00
4	Grace Presbyterian Church – Wichita AGM	Wichita, KS	15,764.75
5	Ames Area AGM	Ames, IA	14,632.00
6	Grand Valley Peace & Justice Office	Grand Junction, CO	14,404.00
7	Grace Episcopal Church	Hastings-On-Hudson, NY	11,971.00
8	First Congregational UCC	Pocatello, ID	11,777.41
9	Christ Church United Methodist	Wellesley, MA	11,552.00
10	Sioux Falls AGM	Sioux Falls, SD	11,568.00

## HIGHLIGHTING OUR NEWLY FORMED ALTERNATIVE GIFT MARKETS:

UU Church of NW Tucson, AZ	Tucson, AZ
Community Church of God	Chico, CA
All Saints Church	Beverly Hills, CA
Rotaract of Columbia University	New York, NY
Malone University	Canton, OH
Oklahoma City University	Oklahoma City, OK
Neshannock PTO	New Castle, PA
First Presbyterian Church of Phoenixville	Phoenixville, PA
Forest Lake Presbyterian Church	Columbia, SC

**Thank you to every church, school, and organization that held an Alternative Gift Market in 2009-10!**



**RAISE FUNDS AND EMOTIONAL I.Q.**

When children participate in Alternative Gift Markets they learn life skills of responsibility, organization, and teamwork. Hosting a Market increases their awareness of global and social justice issues. As children experience generosity, empathy, and compassion their Emotional I.Q. increases!

Contact AGI today for ideas and information about how to host an Alternative Gift Market in a school or congregation.

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#### PHOTO CREDITS

Poster: "Happy" by Rudi Roels  
<http://www.flickr.com/photos/rudiroels/>

#### A JOB WELL DONE!

Farewell to Eric Salcedo, our Graphic Designer since 2008 who in a short time transformed the image of AGI. The staff of AGI wishes him all the best!



## HERE'S AN IDEA FROM AGI...

Encourage your employer to include Alternative Gifts as an option during seasonal giving.

For more ideas about employer gift matching or Alternative Gifting, give us a call or email [agi@alternativegifts.org](mailto:agi@alternativegifts.org).

### JOIN US ON THE WEB!

Stay up-to-date with news about AGI. Visit us on the web at [www.alternativegifts.org](http://www.alternativegifts.org) and also join:

**facebook**

search "Alternative Gifts International" at facebook.com

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[alternativegifts.international](http://alternativegifts.international)

# REWARD

**FREE Print or E\*Cards for 3 Months when you take our short donor survey at:**



**ALTERNATIVEGIFTS.ORG/  
DONOREXPERIENCESURVEY**



**DO YOU WANT TO RECEIVE  
OUR NEWSLETTER AND  
ANNUAL CATALOG IN  
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**CALL<sup>OR</sup> EMAIL**

**800 \* 842 \* 2243**

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