

Alternative Gift Fair PLANNING GUIDE

CHANGE THE GIFT. CHANGE LIVES.

Many of us acknowledge that Christmas is about giving. After all, it is on this day that we celebrate God giving us our Savior. Yet for many of us the tradition of holiday gift-giving has transformed into months of heavy traffic, shopping, and stress.

In 2008, the average shopper spent \$431 on gifts during the holidays. This amount is almost cut in half from 2007, where the average spending clocked in at a whopping \$859. That's right—more than \$800 spent on stocking stuffers, fruit cake, and Christmas sweaters.

If that \$800 were redirected in the fight against hunger and poverty, it could provide over a year of essential medicines for a malnourished child, or provide 80 families with ten chicks to start an egg business.

These gifts are a real possibility—thanks to *ELCA Good Gifts*, the giving catalog of the Evangelical Lutheran Church in America. This Christmas, you can share this news by hosting an alternative gift fair in your congregation and lifting up gifts that will change lives.

WHAT IS AN ALTERNATIVE GIFT FAIR?

Alternative gift fairs rethink the tradition of gift-giving at Christmas by inviting people to honor friends and loved ones with a donation to charity instead of purchasing gifts.

By hosting an alternative gift fair in your congregation, you can allow members to make donations to the ministries of the ELCA that mean the most to their friends and loved ones. Note cards are available to help people announce their gifts. Flip through the following pages for everything you need to get started.



**A gift of \$50 can
provide a goat to a
family in need.**

POPULAR ELCA GOOD GIFTS



- \$10** buys 10 chicks to help a family start an egg business
- \$15** provides health and dental care for a child in an orphanage
- \$30** supplies a pig to help a family out of poverty
- \$50** donates a goat to provide milk, meat, and fertilizer
- \$125** offers a microloan to a woman starting a new business
- \$200** helps establish a community vegetable garden