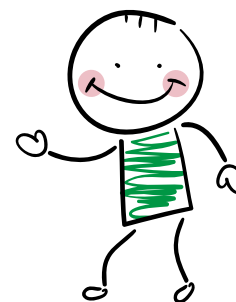


Promo Tool Kit

for Parishes, Schools & Groups

This Tool Kit can help you promote your Box of Joy project with parishioners, students, parents, faculty and your community group members. It contains:

- Link to downloadable/printable resources.
- Link to digital resources (photos, videos, audio spots and more).
- Cut-and-paste info (just fill in the blanks for newsletters, websites, etc.).
- Note to parents/parishioners.
- Social media posts.
- Last year's impact in Malawi, Africa.
- Media relations tips and resources.



PRINTED and DIGITAL RESOURCES

The resources included in your Project Leader's Kit can also be found on the **RESOURCES** page of our website.

Note: These are official program descriptions; please do not edit them.



- Cut-and-paste information for:
 - Bulletins.
 - Newsletters.
 - Websites.
 - Blogs.

Long Version

About Box of Joy:

The Box of Joy ministry is an annual Christmas shoebox gift ministry organized by local Catholic schools, parishes and groups across the United States and facilitated by Cross Catholic Outreach. Box of Joy provides teachers, parish leaders and other Catholic groups a unique opportunity to encourage students, parishioners and group members to participate in a simple and tangible service experience that has both a material and a spiritual impact on the poorest of the poor in developing countries. Together, Catholics in the U.S. are able to join our Lord Jesus Christ in acts of mercy. The outreach also provides a unique opportunity for Catholics to engage in service with others in their local communities who share the same desire to spread Christmas joy and the story of Christmas — the Good News of God's love — with children worldwide.

Learn more at boxofjoy.org.



Short Version

About Box of Joy:

Box of Joy is an annual Christmas shoebox gift ministry organized by local Catholic schools, parishes and groups across the United States and facilitated by Cross Catholic Outreach. Participants bless children suffering from extreme poverty by filling boxes with toys and other gifts, sharing the joy of Christmas and planting seeds of hope.

Learn more at boxofjoy.org.

SHORT SAMPLE TEXT

This month _____ will be participating in the Box of Joy ministry, a Christmas shoebox gift outreach organized by local Catholic schools, parishes and groups nationwide. We will bless children suffering from extreme poverty by filling boxes with toys and other gifts, sharing the joy of Christmas, and planting seeds of hope through the Gospel. We encourage everyone to pack a Box of Joy! For more info, contact the Project Leader _____ or check out boxofjoy.org.

(parish, group, class/school)
(name) at (phone and/or email)

LONG SAMPLE TEXT

This month _____ will be participating in Box of Joy, a Christmas shoebox gift ministry organized by local Catholic schools, parishes and groups nationwide. We will bless children suffering from extreme poverty by filling boxes with toys and other gifts, sharing the joy of Christmas, and planting seeds of hope through the Gospel. We encourage everyone to pack a Box of Joy! If you need additional boxes, please let us know.

(parish, group, class/school)

Last year, we participated in the outreach and our students did an amazing job! They were able to bless _____ children suffering from poverty in developing countries with Box of Joy gifts.

(#)

This year, we have set a goal to bless _____ impoverished children in Africa, Latin America and the Caribbean!

(#)

(add details about any parish, group, class/grade competitions to collect the most gift boxes, etc.)

The Kickoff Celebration for our Box of Joy outreach will be _____.

(date/time/location/etc.)

Materials will be _____ on _____, and the deadline for returning your packed Box of Joy gifts will be _____. Please bring your boxes to _____. Donations to cover the shipping of the gifts to developing countries can be made online at <https://crosscatholic.org/box-of-joy/online> or by mail using the donation envelope attached to the Box of Joy brochure.

(available/sent home/etc.) (date) (deadline) (designated location)

For more info, contact Project Leader _____ or check out boxofjoy.org.

(name) at (phone and/or email)



SAMPLE NOTE TO PARENTS

This month our class will be participating in the Box of Joy ministry, a Christmas shoebox gift outreach organized by local Catholic schools, parishes and groups nationwide. Your child will bless a boy or girl suffering from extreme poverty by packing a Box of Joy with toys and other gifts, sharing the joy of Christmas, and planting seeds of hope through the Gospel. We are excited to learn more about compassion and share in our Lord's mercy through this experience!

Last year, we participated in the outreach and our students did an amazing job! They were able to bless _____ children suffering from poverty in developing countries with Box of Joy gifts.

This year, we have set a goal to bless _____ impoverished children!

(add details about any parish, group, class/grade competitions to collect the most gift boxes, etc.)

Your child will bring home an empty Box of Joy and a brochure with an attached participant envelope to fill out. There is a small cost to transport each Box of Joy from our community to the receiving child. *Please donate online by scanning the QR code, which goes to <https://crosscatholic.org/box-of-joy/online>, or write a \$9 check per Box of Joy gift to Cross Catholic Outreach and mail it using the envelope attached to the Box of Joy brochure.*



Your child will choose the gender and age range of the child they want to bless. Have fun on your family shopping spree to personally select the items you feel a special boy or girl would really like! See the brochure or website for details about what to pack and what not to pack.

The deadline for returning your packed Box of Joy gifts will be _____. We encourage every parishioner, student and family member to pack a Box of Joy! If you need additional boxes, please let us know. For more info, contact me or check out boxofjoy.org.

Thank you!

(project leader's name)



FOR CHILDREN WHO WISH
FOR **JUST ONE GIFT**

SOCIAL MEDIA POSTS

It's easy to help spread the word about Box of Joy! Copy and paste your favorite statuses, download your favorite graphics, use the hashtag **#BoxofJoy** and start sharing!

Status Examples:

- Spreading joy with #BoxofJoy! I'm calling on my amazing friends and family to lend a hand in sharing smiles with kids living in poverty. Let's do this!
- Today, I packed a #BoxofJoy for a child living in poverty. It's a simple act that can make a BIG difference in the life of a child. Ask me how you can get involved!
- I just packed a #BoxofJoy for a little one in need. Small gesture, epic impact!
- I'm on an important mission to bring joy to ____ kids by sending them #BoxofJoy gifts! Will you join me on this stellar mission?
- Seeking superhero sponsors! My class is on a mission to pack #BoxofJoy gifts for kids in need. Would you like to sponsor a Box of Joy?
- Friends, I just packed ____ Box of Joy gifts for children living in poverty. Will you join me and help bless a child living in poverty? Visit <https://www.boxofjoy.org> to learn more about this beautiful ministry.





IMPACT — Malawi, Africa

Living in Malawi comes with extreme challenges for many people: the lack of food, clean water, health facilities and public transportation, along with very few opportunities for jobs, can cause a deep sense of hopelessness.

Last year Box of Joy came to Malawi for the first time ever, distributing Christmas shoebox gifts to the children. On that day, it felt like sunshine broke through the clouds: The gift of JOY and the message of the LOVE of our Lord brought smiles to boys' and girls' faces. It was a day they will never forget.

Bishop Martin Mtumbuka from the Diocese of Karonga, Malawi, offered his heartfelt thanks: "I'm very grateful to all of you who gave and participated in Box of Joy. ... I have seen the children, how happy and how grateful they are to receive this box. ... It causes a lot of joy to children, and even their parents, especially children who don't receive gifts from anybody, at any time really. ... We pray for you, you also pray for us, and we also pray for Cross Catholic Outreach to continue coordinating this great work, and God bless every one of you."

MEDIA RELATIONS (aka PR/Public Relations)

You can help turn up the volume on news about Box of Joy by spreading the word to your local media. News reports spark the interest of new participants and volunteers, which means more children's lives will be changed through hope, joy and the Gospel!

The Box of Joy resources page has some great media resources like videos, photos, artwork and press materials.

Box of Joy is a ministry of Cross Catholic Outreach

