



HOA.COM

## How to Sponsor a Family this Holiday Season

Sponsoring a family in need this holiday season is truly an amazing gesture for society, your local families, communities, and your company. Not only does it bring brand awareness to you and your company, but you have the opportunity to make a real impact on lives of children throughout the United States, even if it's only one at a time. Showcase your company as a positive influence within local communities you serve and spread the care to those in need.

**Our 4-step  
process is  
as easy as:**

**1**

**CONNECT**

**2**

**ENGAGE**

**3**

**IMPACT**

**4**

**CELEBRATE**

## STEP 1 - CONNECT

The first step in determining your strategy for Sponsoring a Family this holiday season, is to identify and connect with a local or national company that has a list of families in need.

Here are three nationwide companies that can provide lists of families in need. There are more out there, not just limited to these three, but this provides you with a starting point on how this process works.

- [Help Make the Holidays Bright | Phoenix Family](#)
- [Sponsor a Family for Christmas - Compassion International](#)
- [Can You Believe It's Almost That Time Of Year Again? Aviva Family and Children's Services](#)
- [11 places for free Christmas gifts for low-income families in 2023](#)

## STEP 2 - ENGAGE

The second step is to make sure you've officially registered as a sponsor/adopter and then really lean into the sponsorship and do some volunteering. Sorting and organizing gifts for children and sponsored families as a Volunteer can really help make a difference in local lives.

Time can get short within in the holiday season, sometimes volunteering just isn't possible with the organization you've chosen to work with, but many of them provide other opportunities within the organization, just ask!



## STEP 3 - **IMPACT**

Once again, depending on the organization that you've partnered with, they may have opportunities to actually meet and visit the family in need.

If you get this opportunity, we suggest you take it and bring some of the referral partners you work with to help bring smiles to each family you're sponsoring/adopting.

You don't have to wait until Christmas to donate and deliver gifts, getting in front of your family multiple times during the holiday season will bring more than just Christmas morning smiles. Bring over food, little gifts, gift cards, clothes for Christmas morning; all very good ideas on how to engage multiple times with your adopted family.

## STEP 4 - **CELEBRATE**

The adoption doesn't have to stop before Christmas, you may be able to swing by and enjoy Christmas day with the sponsored family too!

Make sure you take plenty of photos and videos to share with your family, guests, and on social media to showcase your loving and giving company to encourage others to sponsor a family in the future as well!





Check out [HOA.com/impact](https://hoa.com/impact) to  
start activating the communities you serve.

