

# SHARED ADVENT



Shared Advent 2014 Charity Info Pack

A unique and inspiring alternative to sending  
Christmas cards or newsletters this Christmas.

## About Shared Advent

Shared Advent is a unique and inspiring charity initiative, raising money and awareness for as many fantastic causes as possible this Christmas.

In short, Shared Advent offers for sale an original collection of personalisable online Advent e-Calendars. Each of these beautiful online e-Calendars have been specially created for Shared Advent by top, up-and-coming artists from all over the UK. Customers browse the designs, select their favourite, and then submit 24 memories (photos, videos or bits of news) from their year. Instead of sending around Christmas cards or newsletters, they simply email the link to all their friends and family this Christmas, for them to return each day to open a new window.

Please find a demo e-Calendar on our website – [www.sharedadvent.com](http://www.sharedadvent.com)

To maximize the appeal and charitable outreach of Shared Advent 2014, it is the customer that will choose the charity that should benefit from the sharing of their Advent e-Calendar. They tell us which charity is closest to their heart, and we put a Donate button at the bottom of their e-Calendar (see Charitable Giving Page), along with a short personalised plea. Recipients return each day and are gently encouraged to spare a donation to that specified charity.

This unique and inspiring mechanism of encouraging charitable giving is an exciting way to maximize charitable donations and ensure that the e-Calendars become a fantastic vehicle to raise lots of money and awareness for a large variety of great causes this Christmas.

In addition, the customers - and all their friends and family - will be able to find out all about the artist that created their e-Calendar and be in with a chance of winning fantastic prizes: from signed prints to the original artwork!

We are determined to fulfill the wonderful potential of this totally unique, novel and inspiring idea this Christmas and would be thrilled if your charity is able to use Shared Advent as a useful fundraising tool.

The online e-Calendars will be on sale to your supporters from early October, for the Early Bird price of £25.

The Shared Advent Team is happy to help in any way they can to ensure that your charity gets the most from this festive fundraising tool. These e-Calendars do not cost your charity anything. All you have to do is promote to your supporters this unique and novel alternative to sending Christmas cards or newsletters this Christmas. In doing so you give your supporters the opportunity to fundraise for your charity, save a few pounds on sending out traditional Christmas cards, surprise all their friends with this unique product and potentially grab themselves some amazing prizes donated by the Shared Advent Artists.

Your supporters will be able to fully personalise their online Advent e-Calendar!

Place their own images and captions behind each of the 24 boxes!



Insert their own seasonal greetings message!



We give your supporters a website link to their own personalized online Advent e-Calendar.

The recipients (their friends and family) will then be able to return each day to open the boxes and find out all about their year.



### Charitable Giving

When personalizing their e-Calendar, your supporters specify the charity they would like to encourage their recipients to spare donations to. The name of the charity, the logo, the website link and a donation button (JustGiving, VirginMoneyGiving, etc) are then added to the foot of their Advent e-Calendar.



## 2014 Collection Prize Draw

When your supporters purchase an e-Calendar, they are automatically entered into the 2014 Collection Prize Draw.

Those lucky enough to have their names pulled out of the hat, will get their hands on fabulous prizes relating to the e-Calendar they selected: from the original artwork to original signed prints.

The draw will be made on January 10<sup>th</sup> 2015. Winners will be notified and their prizes delivered to anywhere in the UK.



### The e-Calendars and Artists



**Calendar Title:**  
'Santastic'

**Artist:**  
Melly-Em Clark



**Calendar Title:**  
'Soirée at Santa's'

**Artist:**  
Paul Donnison

### The e-Calendars and Artists



**Calendar Title:**  
'Tis the Season to be Jolly'

**Artist:**  
Samara Hardy



**Calendar Title:**  
'Merry Mayhem'

**Artist:**  
Gemma Gould



### The e-Calendars and Artists



**Calendar Title:**  
'Happy Holidays – Warm Winter Hug'

**Artist:**  
Claire Stamper



**Calendar Title:**  
'A Christmas Evening'

**Artist:**  
Haydn Symons

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