

Best Practices For Promoting Angel Tree

Every year, Prison Fellowship Angel Tree® brings joy to hundreds of thousands of children across the country through Christmas gifts, summer camps, sports camps, and other activities. None of this would be possible without the assistance of many dedicated volunteers and prison chaplains like you. **Thank you for helping connect prisoners with their kids by promoting Angel Tree in your facility.**

➔ EXPLAIN HOW ANGEL TREE WORKS:

- Encourage prisoners that this is an easy way for them to show their love for their children.
- Emphasize that any parental figure can apply, including parents, stepparents, and grandparents.
- Remind prisoners that Angel Tree is open to everyone, regardless of religious affiliation (any or no faith).
- Explain that applying for Angel Tree can show the child's caregiver that the prisoner is taking parental responsibility while incarcerated.
- Notify prisoners that, in addition to receiving Christmas gifts, registered children become eligible for summer camps, sports camps, and other activities that may be available in their area.

➔ HOW TO GET THE WORD OUT:

- Download our Angel Tree videos from prisonfellowship.org/resources/chaplains/ and play them on CCTV or other platforms:
 - ✓ ENGLISH:
 - » [Promo Video](#)
 - » [How Angel Tree Works](#)
 - » [Angel Tree Application Checklist](#)
 - ✓ SPANISH
 - » [Promo Video](#) (Spanish)
 - » [How Angel Tree Works](#) (Spanish)
 - » [Angel Tree Application Checklist](#) (Spanish)
- Announce the Angel Tree sign up period and deadline date using your facility's messaging system.
- Hang posters in dorms, the mess hall, chapel, and other common areas.
- Make Angel Tree applications available to all residents. Distribute during meetings such as chapel, church services, and classes.
- Send completed applications back in batches. Don't wait until the end of the timeline.
- If available in your facility, use peer or resident advisory committees to spread the word throughout other units.
- Order additional program and promotional supplies on [The Storehouse](#).

