



Multiplying the Impact of Giving

By Missoula Chamber MYP Committee

As we strategized how to make the biggest impact during our December Season of Giving Event, our minds were focused on local. Give local, support local, promote local, and focus on our community. 2020 had been a year unlike any other, people were stretched thin, budgets had been scaled back and we were all navigating uncharted territory. We knew we wanted our event to not only support Watson Children's Shelter, but also local businesses that have experienced loss in revenue or other challenges due to COVID-19.

How did we tie it all together? A few conversations and a social media campaign promoting our Season of Giving Gift Card Drive. We worked with Angie Doucette, Development Director, with Watson Children's Shelter to understand what types of local businesses the children and Healthy Foundations Families like to experience or shop at. Once we had our list, we contacted our partner businesses and cued the staff to be prepared to receive no contact phone call credit card donations. These donations were transferred into gift cards that were mailed directly to Watson for their use.

What we achieved:

1. Multiplying the Impact of a Donation
 - Our business partners received cash during a crucial time.
 - Watson Children's Shelter received gift cards that they can spread throughout the year to support their children and healthy foundation families as needed.
 - The children can experience some of the amazing things Missoula businesses have to offer.
2. Social Media and Chamber Newsletter reach of more than 3,000 Missoula business professionals.
 - Promoting Watson Children's Shelter and its mission.
 - Promoting Westside Lanes, SpectrUM and Rockin Rudy's as our local business partners.
3. Ease of Giving
 - A no-contact giving option simplified by calling the business and having them transmit your donation.
 - The ease of simply dialing a phone number to multiply the impact of your donation.

To top off the success of our first Season of Giving concept, we are ecstatic to share that Chamber Member Satic Solar was inspired to reach out to Watson and generously begin the process of outfitting the two Watson Children's Shelter locations with solar panels. This act of generosity will benefit the 24-hour facilities for years to come. We look forward to updating the community on this exciting project as it gets underway.

We are grateful for those who participated and look forward to growing and improving our giving concept in 2021.