

# Yuletide Tree Gift Program

## On Tap for 2007

There's an exciting new program on the horizon for the Christmas Tree industry, with a planned launch *next* year. That's right – it's not a typo – we're already working on a program that will be rolled out for the 2007 season.

Anyone who grows trees knows that you can't expect to plant and harvest a crop in the same year – though when it comes to marketing, we often try to do that – and usually, we pull it off.

### What is Yuletide?

Yuletide Tree Gift, Inc. is a for-profit company based in Massachusetts formed especially to implement this program.

### What's the Program?

The program will allow growers to sign up to receive a discount card for every tree he or she expects to sell during the 2007 season. Wholesalers will provide their retailer customers with a card for each tree purchased. Commercial retailers and Choose & Cut operators will then provide one card to each Real Tree customer.

The back of the card will contain valuable coupons from as many as 39 national retail stores, all or most of which you will recognize immediately. The idea is that the card helps customers put gifts under their Real Tree.

### How Does the Grower Benefit?

- He will have something new to offer the customer that adds value to the product.

### Who Else Wins?

- The customer – hundreds of dollars in potential discounts
- Your state association – it will receive 2 1/2 cents per card you distribute
- The Christmas SPIRIT Foundation –

*The industry benefits because people feel extra good about buying a Real Tree knowing that their purchase helps support good causes, in addition to being the environmentally right choice.*

it will receive 1/2 cent per card you distribute

- NCTA – it will receive 1/2 cent per card you distribute
- The Salvation Army – it will receive 2 1/2 cents per card you distribute
- The industry benefits because people feel extra good about buying a Real Tree knowing that their purchase helps support good causes like the Salvation Army, in addition to being the environmentally right choice.

### Who's Going to Promote It?

- Growers and retailers will be able to promote the program, giving consumers an extra reason to buy a Real Tree from them.

### What about Public Relations?

The media should love the story because:

- It will be the “new” thing for 2007.
- It is cause-related marketing – benefiting the Salvation Army and the

Christmas SPIRIT Foundation.

- Their readers and listeners will benefit by learning how to get this valuable card.
- NCTA will be telling them about it in news releases, on its Web site, etc.

### How Much Does it Cost?

- The retail stores pay Yuletide. (It is part of their advertising budget.)
- Yuletide will pay for the cost of the cards and getting them to you.
- Basically, you put in the “sweat equity” – order the cards, tell your customers about them, and get them in the hands of the customers.

### Who Runs the Program?

This is a voluntary state-run program. Each state/regional association will decide if it wants to sign up for the program, and members will sign up through that state association. NCTA is acting to help coordinate the program, and of course, will incorporate it into its national PR plan.

At press time, 24 state/regional associations had expressed interest in signing up.

### More Questions?

Be on the lookout for more information from your state/regional association. Yuletide, the state/regional association leaders and NCTA are working together to build a program that works for you. If you have questions, visit the Yuletide booth at NCTA's 24th Biennial Convention and Trade Show in Portland, Ore., or contact your state staff or NCTA (636/449-5070 or [helmsing@drakeco.com](mailto:helmsing@drakeco.com)). Additional details will be announced as they become available. 🌲

*To learn more about the Yuletide Tree Gift Program, visit [www.yuletidetreegift.com](http://www.yuletidetreegift.com)*