

GIVING HOPE MALL

Below is a brief description of each Tangible Touch point and description of the stations throughout the mall experience:

Touchpoint 1- Registration/check in Table - A place for parents to get all their items together and be prepared for the shopping experience!

- Greeters should be stationed outside to welcome parents to the mall.
 - Parents are instructed to bring their invite card to check in.(see packet for invite card)
 - Min 3 serve team members at check in
 - Registration checks the persons ID to verify they are the one invited—no proxy persons are allowed to shop in place of the person invited without prior approval and validation.
 - Parents receive a packet filled with gift tags, connections card, and kids application. The person was responsible for hanging onto this for the duration of the mall. The serve team instructs them of what they needed out of it at what time during the course of the shopping.
- If the parents came with kids they would move from the registration table to the kids check in table to get their kids signed in and taken to the kids areas.

Touchpoint 2- Hospitality area - A place to be served and get connected to the local Church!

- Fill out connection card and kids gift tags to be used at a later time.
 - light refreshments in this area, coffee and water
 - They would go from this area into the ministry area
- We are looking to add a Teen area this year which will be an area with Christmas movies playing and some leaders to connect with them with info about Students, Motion, City Groups, etc. We had a number of teenage students come with their parents last year and they had to wait in the host areas.

Touchpoint 3- Ministry area - A place for them to hear a simple life giving message of the Gospel!

- 5 min message from PC presenting the gospel
- Prayer team prays for any needs and receives the connection cards
- Team leader instructs group to next steps and takes them to the mall

Touchpoint 4- mall - A place for parents to have dignity while they hand select their child's Christmas presents.

- Welcomed into the mall and assigned a shopping buddy at the mall connect table
- Shopping buddy need to be trained prior to event to understand their role as they are one of the highest touch persons with the family.
- They are to know how many toys per child.
- Using the invite card with the family details they will guide the parent/guardian through the mall helping them shop, know which tables they can choose from, and help to expedite the shopping time without compromising the tangible touch.

- They are to be equipped with trash bag, sharpie and masking tape to mark the kids name on the bag so the gifts can be easily separated and wrapped making sure the right name tags get on the correct gifts.
- We borrowed shopping carts from the local Piggly Wiggly grocery store to use that day.
- The parent was able to select gift.
 - 1 small
 - 2 medium
 - 1 large
- The room was also split into 5 age groups by genders marked on the tables.
 - 0-3
 - 4-6
 - 7-9
 - 10-12
 - 13+
- The target number of families for the day was divided into 20 minute time slots that could handle 15 families each, the logistical team monitored the flow throughout the day and moved these groups from station to station accordingly.

Touchpoint 5- gift wrap station

- Shopping buddy will escort them to the gift wrap station and continue to stay with them.
- The parent can join in with the wrapper if they would like.
- Gift tags will be put on here

Touchpoint 6- Check out station – A place for them to receive an unexpected gift.

- The shopping budding with continue to walk with them to this station
- This station is where the parent will receive one gift for them personally
- They will be reunited with their children. Kids team brings kids out to family.
- Shopping buddy and a serve team member will walk with them to take gifts to car.

Touchpoint 7-Load out-loading team helps families put gifts in the car (act much like a greeter as people leave)

Kids Touchpoint areas include nursery, kids-13, and Student areas

Team SERVE opportunities:

- | | | |
|----------------------------|---------------------------|------------------------|
| ○ Parking-2 | ○ Mall Host and Shopping | ○ Nursery-4 |
| ○ Registration-3 | ○ Buddy connection team-2 | ○ Kids-8-10 |
| ○ Kids Registration-2 | ○ Shopping Buddy-30 | ○ Logistics-4 |
| ○ Host-4-6 | ○ Wrapping Team-40 | ○ Facilities-2 |
| ○ Food/Snacks-2 | ○ Inventory team-10 | ○ Dream Team Central-2 |
| ○ Prayer/Ministry team-5-8 | ○ Check out table-2 | ○ Security-3 |
| ○ Students (Teen Area)-2 | ○ Kids Checkout-2 | ○ Runners |
| | ○ Load out team-2 | |

The number of persons needed at each area will depend on the number of persons being served. The numbers listed are how many we anticipate needing to serve 405 families from 8-6pm running 3 shifts of approximately 135 persons serving per shift.

We also had a setup team that worked the night before to set up and decorate.

We use a local school utilizing the cafeteria and gym as the main areas. Kid's areas are in two rooms close to those main areas.

Stanchions and decorative ribbon was used to guide people throughout the experience and keep the flow moving in the needed direction. See the diagram.

GIVING HOPE MALL

(Itemized list per each touchpoint)

Touchpoint 1- Registration/check in - A place for parents to get all their items together and be prepared for the shopping experience!

- Ink pens
- Sharpies
- Name tags
- 8 ½ X 11 envelope
- Registration sign
- Table
- Chairs
- 3 serve group members

Touchpoint 2- Hospitality area - A place to be served and get connected to the local Church!

- Ink pens
- 4 people
- Beverages
- Snacks
- Tables
- Chairs

Touchpoint 3- ministry area - A place for them to hear a simple life giving message of the Gospel!

- Ministry video
- TV
- DVD
- Extra connection cards
- Chairs
- 2 people

Touchpoint 4- mall - A place for parents to have dignity while they hand select their child's Christmas presents.

- Toys
- Garbage bags 33 gal size (tear resistant)
- Masking tape
- Sharpies
- Shopping carts
- 30 people

Touchpoint 5- gift wrap station

- Gift bows (for gifts)
- Tape
- Scissors
- Assorted size boxes (for gifts)
- 40 people

Touchpoint 6- Check out station – A place for them to receive an unexpected gift.

- Table
- Chairs
- Parents Gifts

Touchpoint 7-Load out-loading team helps families put gifts in the car (act much like a greeter as people leave)

- no specific items needed

Outreach Option Ideas:

Option #1 Giving Hope

- Serve breakfast, lunch or dinner for the parent's, have a team to connect and share the meal with them. Share video from PC and follow up with ministry moment as situation needs. With gifts already sorted according to ages parents can pick out (shop) for gifts for their kids. Serve team members can help with wrapping at a wrapping station. You may want to have a separate room for the gifts if the parents happen to bring their kids. Have kids areas, ministry time as needed.

Option #2 Giving Hope

- Serve refreshments, hot chocolate and have different activities planned for the parent's. (photo booth, pamper parent's) Give out gifts.

Kids Area- Kids will hear the story of Jesus Birthday, eat a snack (Nothing with nuts) and make crafts.

Ages 5-12

- Crafts
- Tables
- Chairs
- Snack (nothing with nuts)
- Jesus Birthday story book
- 8 People

Nursery & Preschool-will be cared for in a fun loving environment will parent's shop.

- Age appropriate toys
- Wipes
- Plastic gloves
- TV
- DVD Player
- Veggie Tales movie
- Diapers
- Clorox wipes
- Puffs and animal cookies
- 4 people

Gym Area

Inventory Area-
sectioned off with pipe
and drape

Shopping Area, tables
arranged by ages

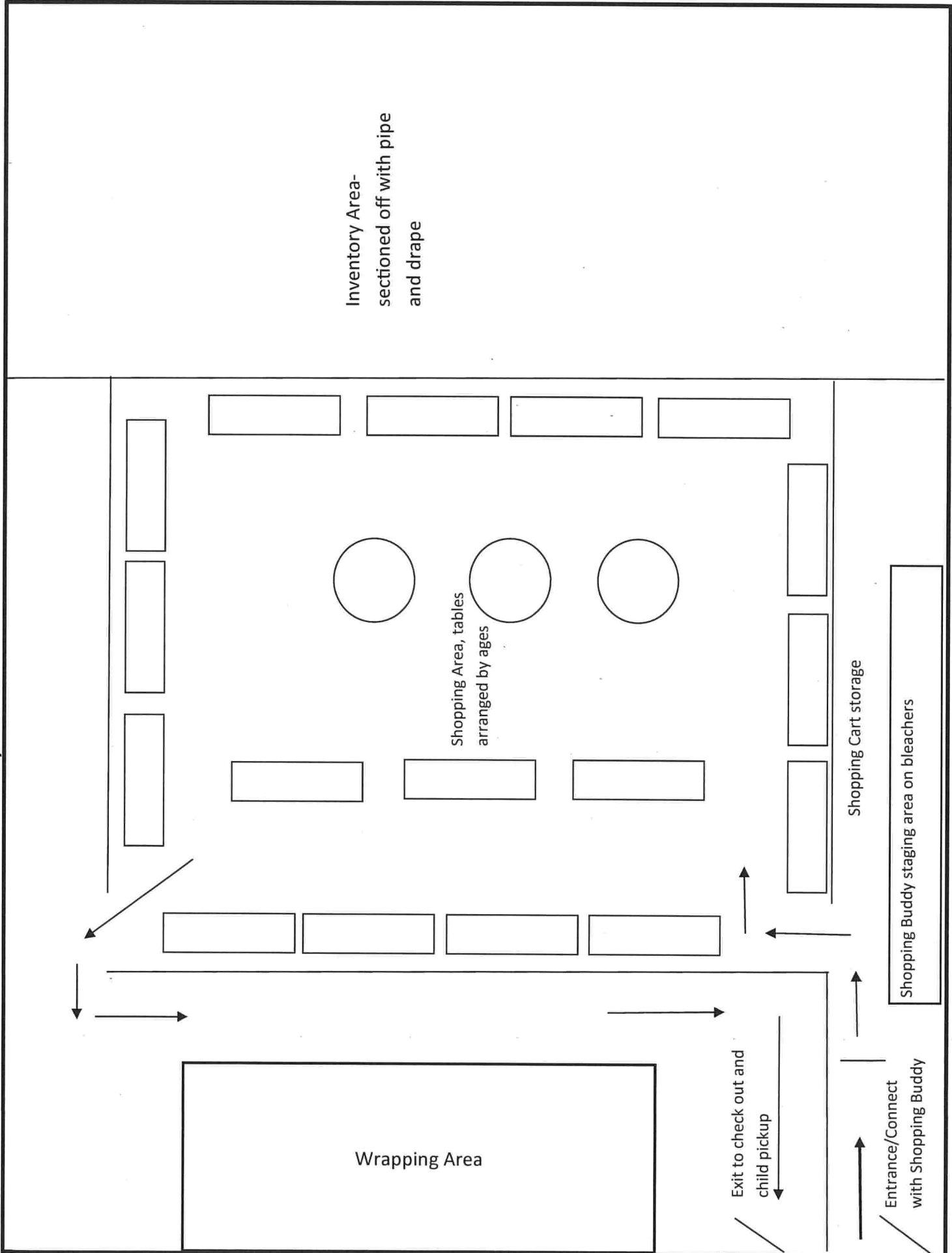
Shopping Cart storage

Shopping Buddy staging area on bleachers

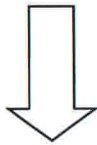
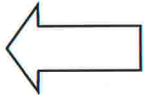
Wrapping Area

Exit to check out and
child pickup

Entrance/Connect
with Shopping Buddy



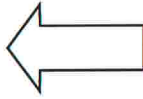
To Mall



Ministry Area

This area was separated off with Pipe and Drape, a TV and computer was used to play video with a powered speaker

Cafeteria Area



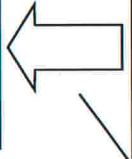
SERVE Team check in

Runners taking kids to areas

Kids Check in



Registration



Entrance

Host Tables—waiting area before going to ministry area and area to fill out gift tags, connection

Student Area—can have Christmas movies, snacks, info on HS, etc.