



Christmas Shoppe Chair Guide

Overview

A Christmas Shoppe Chairperson(s) oversees the overall planning and organization of a Christmas Shoppe and offers input and support to the Steering Team. The purpose of the Chairperson is not to control, but to guide. That said, the true success of a Christmas Shoppe depends on teamwork. It requires far more effort than one person to organize and implement the Christmas Shoppe experience of planning, meeting and completing tasks. Working as a team creates a spiritual and emotional support network for the volunteers who are leading a Christmas Shoppe. The role of a Chairperson(s) is to provide clear expectations for the Steering Team leaders while encouraging resourcefulness and creativity. Every Shoppe needs a Chair (or two!) who is responsible for pulling the variety of ideas and plans together.

Leading the Steering Committee

The Steering Committee is comprised of a core group of individuals who assume a leadership role in planning and managing a Christmas Shoppe. These leaders have the opportunity to become involved in a fun and dynamic Christian organization that is mobilizing positive change in the community. They also have the opportunity to build networks within the local community and with regional and national organizations. Steering Committee members also have opportunities to foster meaningful and lasting relationships with a diverse group of people.

Steering Committee Leaders head up their own Christmas Shoppe teams and help organize and direct volunteers. In the ACTION Training Manual*, we go over each of these positions in detail, complete with worksheets and samples to make it easy for volunteers to get started in each role. With everyone working together, success is easy!

A Shoppe Chair Demonstrates...

- A personal relationship with Jesus Christ.
- An effective leadership style that is influential in nature, rather than authoritative.
- Strategic thinking to identify expectations and guidelines.
- An ability to identify strengths in others and encourage people to develop their own talents.
- Delegation well and enjoys having many people involved in projects.
- Warmth, friendliness and a desire to reach out to others through sensitivity and supportiveness.
- Effective communication, both one-on-one and in front of a group.
- An accurate and thorough understanding of ACTION's vision, both as it applies to the Christmas Shoppe and the other ACTION programs that take place throughout the year.

Responsibilities

- **Recruit** Steering Committee and Supplementary Leaders*. Reach out to past team leaders for each role and/or identify volunteers who may be interested in becoming a leader. *All leaders must be 18+*
- **Contact** churches who have participated in the past. Recruit churches who want to participate. Appoint a Church Liaison, who find the point of contact for that church. Keep a spreadsheet of churches contacted so as not to duplicate efforts.
- **Hold a Steering Team Kick-Off Meeting.** Invite all potential CS Shoppe Steering team members.
- **Set a calendar/timeline** for Team Leader meetings with the Steering Committee. (Use Leadership Planner* and Important Dates Handout*)
- **Update and print out** all promo materials* including tri-fold brochure, invitations, etc. *ONLY use the 2018 ACTION provided materials to promote Christmas Shoppe.* If you would like to use a promotional item from another year or create one of your own, please submit it to ACTION@actionvc.org beforehand in order to make sure logos, format and wordage are up to date! All materials are branded by ACTION and will be available online.
- **Utilize the Volunteer Sign Ups** on the ACTION webpage to manage volunteers and collect sign-ups. You should have a volunteer coordinator on your steering team who will oversee and manage this online system for you. Go to: www.actionvc.org/community-christmas-shoppe
- **Complete Online Training.** As the Chair, you will need to complete all modules of the training, so that you have the overall understanding of the entire Christmas Shoppe experience. This will help you learn everything you need to know about your role and will provide the tools needed to carry out your responsibilities. Go to: www.christmas-shoppe-training.thinkific.com/courses or read the online Training Manual*.

What to Consider In Planning

- Location, location, location – Is your Shoppe in a heavily populated community or small town?
- Whom will you be serving? Check with your local social service agencies that work with families/children to get a better feel for your community.
- Does your community have a large, low-income demographic? (for larger communities, consider partnering with additional churches and businesses.)
- If it is your first year as Chair, reach out to other Shoppe Chairs for tips and advice.
- Think about people you already know to fill in the missing spots on your Steering Committee.
- Remember, when planning a Christmas Shoppe time is of the essence. Think of things preemptively to be ahead in your planning.
- **You as the leader set the example, so make it a good one.**

*For Christmas Shoppe Resources, please go to www.ACTIONvc.org/resources
Find out more at www.ACTIONvc.org

