

# PARTNER PACKAGE and RESOURCE LISTING

## Simplify the Holidays Campaign

A project of [New Dream](#)

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### About New Dream

Since its founding in 1997, New Dream (formerly the Center for a New American Dream) has been a pioneer in raising awareness of the negative impacts of a hyper-consumer culture. **New Dream empowers individuals, communities, and organizations to transform the ways they consume to improve well-being for people and the planet.** We envision a world in which the values that enhance well-being—relationships, service to others, spending time in nature, community building, and personal growth—are the primary drivers of societal behavior, resulting in reduced consumption and a healthier planet. We believe in basic economic security for all and the alignment of individual consumer decisions with ecological, social, and community values. Our focus on the connections between consumption, social justice, quality of life, and the environment has always made New Dream unique among progressive organizations.

Across the United States, there has been notable progress on these issues since New Dream was founded 20 years ago. Phrases such as “buy local,” “carbon footprint,” and “consume responsibly” were at that time either unheard of or were considered on the fringe. A handful of forward-thinking activists sought to draw attention to the links between individual action, social justice, and broader environmental impacts, and between excess materialism and negative impacts on human well-being, including children’s development. Out of this effort, New Dream was born, spurring awareness and creating resources for individuals and institutions alike.

Through the creation of various tools and resources, New Dream helps individuals and communities to counter the commercialization of our culture, support community engagement, and conserve natural resources. New Dream’s overall goal is to help change behavior, attitudes, and social norms to reduce consumption, build community, and improve quality of life; and to support the movement of individuals and communities pursuing lifestyle change and community action.

**We envision a society that pursues not just “more,” but more of what matters—and less of what doesn’t.**

### **By the Numbers: Holiday Stats Fact Sheet**

- 2018 holiday retail sales are expected to **total \$718 to \$721 billion**, a **4.3%-4.8% rise over 2017** (compared to a 3.9% average annual rise over the previous five years) [[National Retail Federation](#)]
- In 2018, **9 out of 10 Americans** report that they will spend as much or more this holiday season than last season, with expected **average spending of \$658** [[Accenture](#)]
- From Thanksgiving through “Cyber Monday” 2017, **174 million** Americans went shopping online and in stores [[National Retail Federation](#)]
  - They spent **\$335 on average** over just those five days, with **75% spent on gifts**
  - Older Millennials (25-34 years old) were the biggest spenders (**\$420**)
- According to a 2013 survey, **46% of consumers** admit that they are likely to overspend their holiday budget. [[Accenture](#)]

**But that’s not the whole story.** According to a New Dream National Polls conducted in [2005](#) and [2014](#):

- More than **3 in 4 Americans** wish that holidays were less materialistic.
- Nearly **9 in 10 Americans** believe that holidays should be more about family and caring for others, not giving and receiving gifts.
- An overwhelming majority of Americans feel that **we will need to make major changes in the way we live** to counterbalance the environmental destruction resulting from our high consumption lifestyle.

## List of Campaign Resources

New Dream's [Simplify the Holidays Campaign](#) includes a rich catalog of resources. Here are descriptions of each, written so you can easily select and share with your audience.

- **[SoKind Gift Registry](#)**: For your holiday gifting needs, consider using [SoKind](#), New Dream's easy-to-use online registry that will encourage your family and friends to give gifts of time, handmade goods, charitable donations, or useful items that you actually need.
  - **Holiday Wishlists**. With a Wishlist, you can request gifts for you and your family that align with your values and your lifestyle—plus reduce the clutter! [See a sample Holiday WishList](#).
  - **Holiday GiveLists**. With a GiveList, you can turn a traditional registry on its head and *offer* the gifts you would like to give loved ones. Is there a local artist you'd like to support? Put one of her pieces on your GiveList. Are there organizations that you'd love to help this year? Add them to your GiveList and, if a loved one chooses that gift, make a donation in his name. Want a mountain biking buddy? Who knows— maybe Grandma will surprise you. Then, let your loved ones do the choosing so your outside-the-box gift ends up with just the right person! [See a sample Holiday GiveList](#).
  - **[Top 10 SoKind #SimplifyHoliday Gift Ideas](#)**. We've collected 10 of our top gift ideas to help you get started with your SoKind holiday registry, or simply to inspire your gift giving this holiday season.
- **[Simplify the Holidays Presentation](#)** - This pre-packaged slideshow walks you through presenting the case for more meaningful holidays and highlights the hurdles--and solutions--for simplifying this year. Whether you present to a local group you're involved with, to your inner circle, or use it for self-inspiration, this slide deck is packed with holiday goodness.
- **[15 Tips for Commercial-free, Fun-filled Family Holidays](#)**: These tips will help parents and grandparents opt out of the commercial hype and create a truly special (and sustainable) celebration with their kids.
- **[The More Fun, Less Stuff Catalog](#)**: An alternative gift catalog for those who want to wrap their holidays in more of what matters—meaning, connection, and joy—and less of what doesn't (stuff, stress, and debt). It's filled with 100s of gift ideas designed to strengthen relationships and improve lives without breaking the bank. It's never been easier to [#giftoutsidethebox!](#)

- **[Printable Coupon Book](#)**: Give gifts of time, experience, and memories (not more stuff!) with our easy-to-use coupon template that you can print out, customize, and give to family and friends of all ages. Check out our [More Fun, Less Stuff Catalog](#) for 100s of coupon ideas!
- **[Holiday Calendar](#)**: Count down to the holidays! Our online six-week calendar offers interactive quizzes, practical tips, real stories, and personal inspiration to help you prioritize joy and connection over stress and spending this holiday season.
- **[Simplify the Holidays Booklet](#)**: Our popular guide helps folks create a more meaningful holiday season that's focused on sharing, laughter, creativity, and personal renewal.
- **[Simplify the Holidays Pledge](#)**: Pledge to simplify your holidays by selecting at least three actions that you will adopt this year to celebrate the holidays with more joy and less stuff.
- **[Reader Submissions: How I Simplify the Holidays](#)**: We asked our readers for their ideas for simplifying the holidays, and the response was overwhelming! Here are some of our favorite tips.
- **[Last-minute Gift Ideas](#)**: Despite our best efforts, many of us fall into a last-minute panic as the holidays near, and run out to buy "just one more" stocking stuffer or gift for a coworker. Before you do, check out (and share!) these Last-minute Gift Ideas.

For additional resources, visit New Dream's [Simplify the Holidays Campaign page](#).

## Sample Email and Newsletter Posts

*You can use these messages to publicize New Dream's Simplify the Holidays campaign in a newsletter or email. Feel free to add your own greetings and sign-offs, and contact Casey at [casey@newdream.org](mailto:casey@newdream.org) if you need a different format or additional copy for your outreach.*

### Sample Email or Newsletter Post #1

Dear \_\_\_\_\_,

The holiday season is quickly approaching. Yet too often, the holidays—meant to be a time of peace, reflection, and celebration—exhaust us rather than uplift us. Our friends at [New Dream](#) have created a variety of resources designed to help folks escape the shopping, spending, and frenzied preparations that have become synonymous with the winter holidays.

New Dream's resources include:

- a [guide](#) on how to create a more meaningful holiday season that's focused on sharing, laughter, creativity, and personal renewal
- an [online six-week calendar](#) with new simplifying tips each day
- a free customizable [coupon book](#) to fill out and give to loved ones
- an alternative [gift catalog](#), filled with hundreds of meaningful gift ideas designed to strengthen relationships and improve lives without breaking the bank
- [SoKind](#), an easy-to-use online registry that enables you to give and receive gifts of time, handmade or secondhand items, charitable donations, and more. With a [Holiday Wishlist](#), you can request gifts for you and your family that align with your values and actual needs. And new this year, the [GiveList](#) feature enables you to instead *offer* the gifts that you would like to give others
- a [tip sheet for parents](#) with children seeking to make holidays more meaningful, memorable, and rejuvenating for the family, and less about the “stuff.”
- A pre-packaged [presentation](#), so you can inspire a community group you belong to, someone (or ones) in your inner circle, or yourself to simplify this year.

**Holidays with less stress and less stuff—and more fun and connection: what's not to love?!**

Check out New Dream's full range of [Simplify the Holidays resources](#), and feel free to share them with family and friends who also want to wrap their holidays in more of what matters and

less of what doesn't. It's never been easier to #giftoutsidethebox and to choose #connectionoverconsumption!

### **Sample Email or Newsletter Post #2**

Dear \_\_\_\_\_,

The holiday season is quickly approaching. Yet too often, the holidays—meant to be a time of peace, reflection, and celebration—exhaust us rather than uplift us. Our friends at [New Dream](#) have created a variety of resources designed to help folks escape the shopping, spending, and frenzied preparations that have become synonymous with the winter holidays.

From fun gift ideas and simplifying tips to a six-week online calendar, be sure to check out New Dream's full range of [Simplify the Holidays resources](#). Feel free to share them with family and friends who also want to wrap their holidays in more of what matters—meaning, connection, and joy—and less of what doesn't (stuff, stress, and waste). It's never been easier to #giftoutsidethebox and to choose #connectionoverconsumption!

## Sample Social Media Shares

*You can use these blurbs to publicize New Dream's Simplify the Holidays campaign on social media or anywhere else that you can spread the word.*

### **Sample Social Media Post #1:**

Want to opt out of the commercial hype this year and and create a truly special (and sustainable) holiday celebration?

Are you tired of the commercialization of your most cherished holiday celebrations? Do you want more of what matters—not just more stuff?

With their Simplify the Holidays campaign, [New Dream](#) has lots of resources to help you get started. It's never been easier to #giftoutsidethebox and to choose #connectionoverconsumption!

### **Sample Social Media Post #2:**

Want to wrap your holidays in more of what matters—meaning, connection, and joy—and less of what doesn't (stuff, stress, and waste)?

Check out New Dream's [Simplify the Holidays](#) campaign for tools and tips to help you focus less on "stuff" and more on family, fun, and friends this season. It's never been easier to #giftoutsidethebox and to choose #connectionoverconsumption!

## Graphics to Share

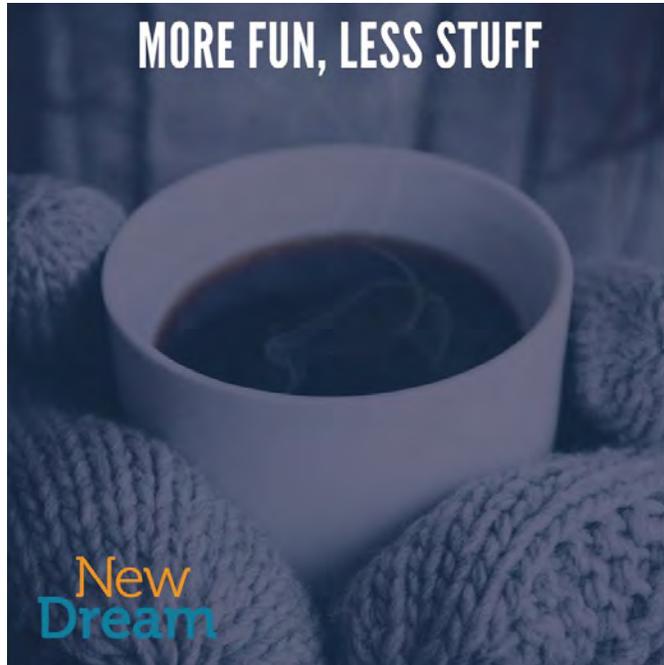




**This holiday season, gift  
more FUN and less stuff!**



**NewDream**  
MORE OF WHAT MATTERS



**New Dream's social profiles**

Website: [www.newdream.org](http://www.newdream.org)

Facebook: <https://www.facebook.com/newamericandream/>

Twitter: <https://twitter.com/newdream>

Instagram: <https://www.instagram.com/sokindregistry/>

Pinterest: <https://www.pinterest.com/newdream/>

YouTube: <https://www.youtube.com/user/centernewdream>