



To: The GITA Retail Team

From: GITA Marketing and Communication Department

Date: 9/30/2021

RE: GITA Halloween Contests

Hello Goodwill Tennessee team. Once again, as part of our Halloween festivities this year, Goodwill Tennessee will be hosting **TWO** contests in our stores. The first of two is our store decorating contest!

This contest will be held in all nine of our retail stores. By decorating our stores, we hope to create a festive and spooky atmosphere that will encourage our team and customers to get in the Halloween spirit! Let's get those Halloween sales up!!

To enter to win this contest, your store must be decorated **by end of business day on Saturday, October 16 and photos uploaded to our contest page at <https://www.goodwilltnva.org/goodwill-employee-halloween-photo-contest/>**. Judging will be based on creativity, originality, and overall presentation.

1st, 2nd, and 3rd place prizes will be awarded. Prizes are as follows:

1st place: \$75 Credit for party/gathering of store's choosing. (Throw a cookout, have a pizza or ice-cream party, etc.)

2nd place: Baked goods delivered to your store

3rd place: Jack-o-lantern filled with trick-or-treat candy

Considerations:

- SAFETY FIRST. Décor and/or decorations MUST be placed in a way where safe working conditions are maintained. No low hanging decorations, no tripping hazards, blocked walkways, etc.
- All decorations should be in good taste – festive, but not overly scary or gruesome. All retail stores should maintain a fun, FAMILY FRIENDLY atmosphere.
- Be creative! Have fun!

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Our second contest is our **Employee Halloween Costume Contest!** We hope that this contest will help create a fun and festive atmosphere within the entire organization! *Please remember our standards of professional conduct and be considerate of our customers' experience in our stores and offices. We ask that you observe the following contest guidelines:*

- SAFETY FIRST. Employees that choose to dress up must be able to perform their normal job duties. Long wigs, eye coverings, etc. must not affect one's ability to do their job safely and efficiently.
- Sorry, no full-face masks of any kind can be worn while on your shift.
- Costumes should not be risqué, or overly gruesome/scary. Short skirts/shorts, low cut-tops, excess faux blood/gore, etc. should be avoided.
- Employees that choose to dress up for their shift should be ready to begin working at their scheduled time, in costume prior to being on the clock.

To participate in this contest, submit a photo in costume inside the store at this link <https://www.goodwilltnva.org/goodwill-employee-halloween-photo-contest/>.

This contest will be judged in the same manner as the stores contest on **October 31st**. There will be **1st, 2nd, and 3rd place prizes** given to the winning employees. Prizes are as follows:

Prizes:

1st: \$50 Gift Card

2nd: \$25 Gift Card

3rd: Jack-o-lantern filled with trick-or-treat candy

Thank you for your participation and all that you do daily to make our organization a great place to work, visit and shop.

Any questions should be directed to the Goodwill of Tennessee Marketing Department at 423-245-0600.

R,

Josh Higgins

Director of Communications

Administrative Office 2017 Brookside Lane | Kingsport, TN 37660
Phone: 423-245-0600 | Fax: 423-245-0200 | Email: info@goodwilltnva.org

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