

# DESIGNER GUIDELINES

Here's everything you need to know about designing a tree for Festival of Trees - A Celebration of Giving.



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*We can't say it enough - THANK YOU!  
Your support helps further Hiawatha Homes' mission  
to provide quality support services to people  
with disabilities at home and in their community.*

# Designer FAQs

- **I'm interested in designing a tree for the Festival of Trees. Where do I start?**

**Designer Guidelines** - Read through the Designer Guidelines carefully.

**Designer Agreement** - Complete and submit the Designer Agreement at [hiawathahomes.org/designers](http://hiawathahomes.org/designers)

**Questions** - Contact our Designer Co-Chairs if you have questions or need help. Ardie O'Hanlon (507-289-2854) & Erin Chase (612-360-3459)

- **What recognition do Designers receive?**

**Signage** - The sign next to the tree will include your business, organization or group name, if applicable, the names of the designers, and the tree name.

(The Underwriter will also be listed on this signage).

**Program** - Your tree name, business/organization name, and designer names will be listed in the Festival of Trees Program.

**Due Date** - We love recognizing your hard work as a tree designer! To ensure the program listing and signage next to your tree is complete and accurate, we ask that you provide all details as early as possible.

**Changes to tree and designer names will not be accepted after October 3, 2019.**

- **When can I pick-up my tree?**

We order the trees in bulk and it takes some time to ship them. The trees arrive in **August/September** and you will receive a notice when trees are available for pick up.

- **How many ornaments should I use to decorate my tree?**

**This depends on the size of your tree (see Tree Information table).** You will also need to take into account the size of the ornaments and whether you are using garland, sprays, etc. *Helpful Hint: Mix large ornaments with small ornaments. Large balls are good at filling interior spaces in trees.*

- **Where should I buy ornaments to decorate my tree?**

**We encourage you to use local businesses as much as possible to purchase decorations.** Past Designers have used Michael's, Hobby Lobby, Saver's, Goodwill, and the Salvation Army, as well as, other retailers in town.

**Note:** Due to policy changes, non-employees can no longer use the Foundation's Certificate of Exemption but sales tax can be reimbursed (see page 2).

- **Can I attend the Opening Night Gala on November 26, 2019?**

**Yes, tickets for the gala can be purchased online or at the door.** Also, if you donate the cost of your decorations you will receive two tickets to the gala.

- **Can I donate my tree decorations?**

Yes, you can help our fundraising efforts by donating your tree decorations, as well as, your time and talent. **Your cost for the decorations donated will be considered a tax-deductible gift.** In return for your donation, you will be eligible to receive two reservations for the Festival of Trees Opening Night Gala on November 26, 2019 at 7:00 p.m. *The value of these tickets is \$25 each, which will affect your deductible contribution.*

# Designer FAQs

- **Are the expenses related to designing a tree eligible for reimbursement?**  
**Yes, you qualify for the reimbursement allowance if you have not donated the cost of your decorations (see page 1).** The reimbursement amount is based on the size of your tree (6' - \$150 & 8' - \$200).

You will be reimbursed for decorations (e.g. ornaments, garland, lights, plush toys, power strips, sales tax, tree skirts, tree toppers, etc.).

**Parking fees are not reimbursable.**

To be reimbursed for your decorations, you must complete the Tree Designer Reimbursement Form and submit it with your receipts to Hiawatha Homes Foundation no later than December 2, 2019.

- **What happens to my tree after Festival of Trees?**

**The tree will be delivered on December 2, 2019 to the Underwriter (i.e. sponsor) that selected it during the Underwriter Preview Party at Opening Night Gala.**

You will receive an email with contact information telling you where the tree has been delivered. **We ask that you call the contact to see if they need help setting up the tree (e.g. straightening ornaments and the tree skirt, arranging anything under or beside the tree, taking care of problems with the lights, etc.)** If there are problems with the lights during the remainder of the holiday season, you may be called by the individual, business, or our office to fix the lights.

*It is important to remember that the display you create will be transported following the Festival. Please keep the following questions in mind:*

- *How movable is my tree?*
- *Can two people of average strength lift the tree into and out of a moving van?*
- *Will the decorations I'm using stand up to be bagged and transported?*
- *Will this tree fit through a regular sized door?*
- *Is your topper too heavy?*

## OTHER DETAILS

- Hiawatha Homes Foundation is proud of its reputation for high standards and for displaying beautifully designed trees at the Festival of Trees. The Tree Designer Committee reserves the right to request the designer make changes to enhance the quality of the tree.
- The Festival of Trees Committee and Hiawatha Homes Foundation assume no responsibility for any liability incurred with any aspect of decorating the trees.
- The tree, all decorations, lights, and trim (on, beside, and under) the tree become property of the Hiawatha Homes Foundation until such time as the Underwriter claims ownership.

# SAVE THE DATE

Mark your calendar with these important dates:

- **May 17 & 18** - Christmas Sale at Hiawatha Homes
- **August/September** - Tree pickup, Workshops
- **September 5** - Prelit tree payment due
- **October 3** - Tree & Designer names due
- **November 25** - Tree Designer Setup Day
- **November 26** - Opening Night Gala at Festival of Trees
- **November 29, 30, & December 1** - Festival of Trees
- **December 2** - Tree Delivery Day

# TREE INFORMATION

Things to Consider	6' Tree	8' Tree
<b>Cost</b> - The tree has no lights; however, prelit trees are available for a cost.	Unlit: \$0   Prelit: \$75	Unlit: \$0   Prelit: \$85
<b># of Powerstrips</b>	1 Powerstrip	2 Powerstrips
<b># of Lights</b> - Use 100 lights per foot of tree height.	600+ Lights	800+ Lights
<b># of Ornaments</b> <i>Helpful Hints: Clustering ornaments gives the illusion of fullness. Mix large and small ornaments.</i>	75-100 Ornaments	125-175 Ornaments
<b>Garland</b>	40' of Garland	75' of Garland
<b>Reimbursement</b> - If you don't donate the cost of your decorations, you qualify for the reimbursement allowance.	\$150 Reimbursement	\$200 Reimbursement

## DO'S + DON'TS

### TREES

- ✓ Do use only the tree provided by Hiawatha Homes.
- ✗ Don't advertise a business, organization, cause, product, etc. on your tree.
- ✓ Do use only the tree stand that is in the box with the tree. *This stand will be strapped to a stabilizing board on Tree Designer Day.*
- ✗ Don't forget to name your tree!
- ✓ Do remember to check on your tree throughout the week.
- ✓ Do remember the display you create will be transported via truck following the Festival.
- ✗ Don't forget your tree will be publicly displayed at the Festival & someone's home or business. *Please keep this in mind as you design your tree.*

### LIGHTS

- ✓ Do use only UL approved lights that stay lit if one bulb goes out.
- ✓ Do secure all lights to your tree.
- ✓ Do test all lights before putting them on your tree. *This goes for prelit trees too.*
- ✓ Do include lights in your tree topper.

### POWER

- ✓ Do use a multi-plug power strip with six outlets and a mini-circuit breaker.
- ✗ Don't use wire to secure the power strip to your tree.
- ✓ Do use green floral tape, green duct tape, or cable ties to secure the power strip to your tree.
- ✗ Don't use battery operated decor. *You are responsible for checking on your tree and replacing batteries.*

### ORNAMENTS

- ✗ Don't include items you want back. *All items, on, beside, or under the tree stay with the tree.*
- ✓ Do glue the cap of each ornament on.
- ✗ Don't use glue to secure ornaments to your tree.
- ✓ Do wire all decorations on the tree.
- ✗ Don't use living materials, unwrapped food, live animals, or unrated foam plastic insulation on or under your tree.
- ✓ Do include a tree skirt in your design. *Add packages or items under your tree to give it that special touch.*
- ✗ Don't make your tree topper too heavy as this may cause the tree to break.
- ✓ Do observe the flame resistant ratings of all materials.

# Designer DAY

MONDAY

November

25



Mayo  
Civic  
Center



8:00 a.m.  
to  
7:00 p.m.

**TREE** - You may decorate your tree on site, deliver a fully pre-decorated tree, or just work on putting the finishing touches on your masterpiece. *Stringing lights takes a long time, so we advise you to put the lights on before Designer Day.*

**CHECK-IN** - You will need to check-in when you arrive. Volunteers will be there to assist you.

**DESIGNER PASSES** - You will be given two reusable Designer passes so that you can get into the Festival during the week and check on your tree. If you have more than two Designers on your team, you will need to share them during the week.

**DROP OFF** - You may drop off your tree, decorations, etc. at the door along Center Street. You will have to move your vehicle once you have dropped off your items.

**SUPPLIES** - You may want to bring extra supplies (e.g. hot glue gun, wire, ribbon, scissors, etc.) in case you need them on site. Also, bring a small ladder/stepstool so you can reach the top of the tree.

# FUNDAMENTALS OF LIGHTING

## **POWER**

1. Use a multi-plug temporary power tap (strip) with six outlets and a mini-circuit breaker: at least one for a 6' tree and two for an 8' tree.
2. Place the strip on the tree trunk so it is hidden in the tree but near the bottom of the tree so it can easily be plugged into a wall outlet.



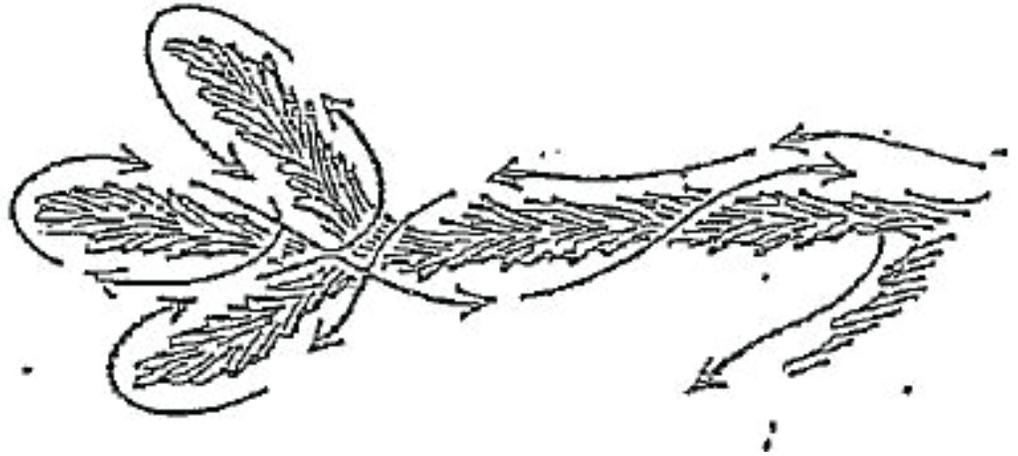
## **PLUGGING LIGHTS TOGETHER**

1. Whether you are using incandescent lights or LED lights, please check the box the lights come in to determine how many sets of lights or how much voltage can be safely connected together.
2. Never connect cords of incandescent and LED lights together.
3. Only use lights and decorations in accordance with manufacturers' instructions. Be sure to check the bulb type and wattage before connecting lights together.
4. Plug in the lights as you put them on the tree so you know they will work. This saves time taking problem lights off the tree.
5. Miniature light sets and bulbs are not necessarily interchangeable so it is best to use lights from a single manufacturer.
6. Burned out bulbs should be replaced with a bulb for the same light set. For example, do not use a 50 light set bulb in a 35 light set. The bulbs are different volts.

# FUNDAMENTALS OF LIGHTING

## ***PUTTING LIGHTS ON A CHRISTMAS TREE***

1. Begin putting lights on the tree from the base of the tree and work up to the top.
2. Put the lights on by section – bottom, middle, and top. Do not string lights from section to section. This will make it difficult to take apart for storage.
3. Begin wrapping the branches from the trunk out to the ends of each branch then back to the trunk.
4. For maximum effect, be sure to wrap each branch.
5. Do not let lights hang from the branch loosely.



## ***WHAT TO DO WHEN CHRISTMAS LIGHTS FAIL***

1. Make sure all circuits are on and all plugs are plugged into a sufficient power source.
2. Check the plug fuses in the light set. A common problem is that circuit contact is not being made. You may need to spread the prongs to ensure they may contact when plugged in.
3. While leaving the light set plugged in slowly run your hand over the bulbs. If the lights come on because you have wiggled a bulb, replace that bulb. Make sure you unplug the light set when replacing the bulb to avoid a surge that may burn out the new bulb. A common problem is that the wire on the bulb is not making contact in the light socket. Burned out bulbs may cause the remaining bulbs to burn brighter. Make sure you unplug the light set when replacing the bulb to avoid a surge that may burn out the new bulb.
4. Make sure that only the appropriate light sets and the number of light sets are plugged together. Only 35 light sets plugged to 35 light sets, etc. and a maximum of three plugged together (end to end light sets). Some new lights allow more than three plugged together. Follow the manufacturer's guidelines.