



How To Create An Amazon Wish List & Best Practices For Advertising It To Your Network

1. What is needed?

- Make a master list of needed items. This could be school supplies, household items, clothing, etc. Be as specific as possible (what size clothing is needed, type of notebooks needed for school, etc.). Stick to items that can be shipped via Amazon Prime whenever possible to avoid shipping delays. Update the list monthly to avoid over-purchasing or neglecting to add items that are more relevant.

2. Where will the gifts be shipped?

- Regardless of which address is used, ensure that it is private. This protects the privacy of the family (if that is where items are being sent) or the volunteer. It is recommended that all items are sent to one volunteer's address for assembly in bulk/to ensure that they are received promptly.

3. Who will update the list and send thank you's?

- Decide who will update the list monthly removing and adding items and sending thank you's to those who have purchased gifts. Checking periodically also ensures that items are in stock on Amazon. Reminders can be sent to your mobile device as well if desired.

4. How will the gifts be distributed?

- If the gifts are sent to a specific volunteer's address, decide how the gifts will be given to the family (who is delivering items, when are they being delivered, etc).

5. Where and to Whom will the list be sent?

- Each team member or volunteer should make a list of family/friends/colleagues/etc to share the list with and where it can be shared (all social media outlets, email, mail, in-person, etc.). Then, once the registry is

created, team members can share the link with their lists and follow up periodically.

Now, create your list:

1. Use the registry tool on Amazon to create a “Custom Gift List”
<https://www.amazon.com/registries/custom>
2. Search the items you’ve decided to add and click “add to registry.”
3. Share the link with your people & update periodically.