

# Operation Surprise Kick-Off!

## *Making a Great OS Project*

- August 16, 2021



# Agenda

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- Quarterly Updates
- 100,000 Hour Challenge
- OS Application Dates
- Finding a Nonprofit Partner
- Planning Your Project
- Project Playbook
- Budget Guidelines
- Project Day Timeline
- OS Swag Kits and Special Edition T-shirts
- Telling the COS Story
- Q & A



# Objective

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As we approach the Operation Surprise (OS) campaign season, we want to ensure that we provide resources to assist you in making the most of your OS project!

## Quarterly Reporting

- Reporting
- Division Metrics

## Making a Great OS Project

- Project Resources
- Telling the OS story



# Field Leadership & Captain OS Assets

- Celebration of Service Digital Assets
  - Available online at <https://thd.co/teamdepot>
  - Assets include:
    - OS overview document
      - Internal & external messaging
      - Who? What? When? Why? answers
    - Operation Surprise & Foundation logos
    - August store poster
    - OS overview document
    - Media talking points
  - Additional assets may be added throughout OS



# Operation Surprise 2021

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- Only veteran-focused projects will be considered during OS



# Grant Giving Guidelines

Team Depot Veteran Focus Project Budget Guideline				
<b>Grant Request</b>	<b>\$3,000</b>	<b>\$7,500</b>	<b>\$10,500</b>	<b>\$22,500</b>
<b>Store Engagement</b>	Single Store	Multi-Store or District	Multi-Store or District	District
<b># of Team Depot Volunteers</b>	10	25	35	75

- Projects > \$20,000: Your Regional Captain buy-in



# Nonprofit Resource Guide



STORE SPONSORED PROJECTS

CAPTAIN DIRECTORY

ADD NEW CAPTAIN / UPDATE CAPTAIN INFO



TEAM DEPOT



STORE SPONSORED PROJECTS

CAPTAIN DIRECTORY

ADD NEW CAPTAIN / UPDATE CAPTAIN INFO



Community Partners

- ▶ Team Depot Programs
- ▶ Team Depot Grant Process
- ▶ Team Depot Training
- ▶ Team Depot Learning Calls
- ▶ Disaster
- ▶ Team Depot Huddle
- ▶ Public Relations & Media
- ▶ Community Partners
- ▶ Plan a Project
- ▶ Foundation Partners

## TEAM DEPOT GRANT PLATFORM

The Team Depot grant platform is currently closed and will not allow for grant applications. The Foundation is making an investment to improve your experience. The new grant platform will open soon and you will be able to submit applications at that time. For more information keep track here, on the **1** [Toolbox and watch for upcoming email notifications.](#) If you have questions, please contact your Division Manager.



Giving Back

## TEAM DEPOT GUIDANCE

With the safety of our associates and community members as our guiding principle, **Phase 1 and Phase 2** of the Team Depot program are now



- ▶ Team Depot Programs
- ▶ Team Depot Grant Process
- ▶ Team Depot Training
- ▶ Team Depot Learning Calls
- ▶ Disaster
- ▶ Team Depot Huddle
- ▶ Public Relations & Media
- ▶ Community Partners
- ▶ Plan a Project
- ▶ Foundation Partners

As we take into consideration the safety of our associates and community members, traditional Team Depot projects are no longer operable. Please review the phased Team Depot Reopening Plan [here](#).

The Home Depot Foundation works with a small group of the nation's most engaged and respected nonprofit partners, along with thousands of local nonprofit organizations to directly address the needs of our veteran communities, as well as to help families impacted by natural disasters.

Listed below are a couple of resources that will assist you in locating a nonprofit in your area. The "Nonprofit Resource Guide" is a list of organizations who have been awarded Team Depot grants within the last five years.

TEAM DEPOT PROGRAM CONTACTS

[Courtney Smith](#)

[Nonprofit Resource Guide](#)

[Nonprofit Partner Keyword Search List](#)

<b>Habitat for Humanity</b>	Humanity brings people together to build homes, communities and hope.	Projects consist of minor to major home renovations as well as new construction of single and multi-family units.	<a href="http://www.habitat.org/volunteer/seek_you/find_your_local_habitat">http://www.habitat.org/volunteer/seek_you/find_your_local_habitat</a>
<b>Hands On / Points of Light</b>	We mobilize volunteers to take action on the causes they care about through innovative programs, events and campaigns.	Can connect Team Depot with organizations and volunteer opportunities in your area. Some affiliates can directly assist and take an active role with planning and executing volunteer projects.	<a href="http://www.pointsoflight.org/global/our-network">http://www.pointsoflight.org/global/our-network</a>
<b>United Way of</b>	Improves lives by mobilizing the caring power of	Can connect Team Depot to a network of organizations	

## Southern Division: Mid South Region

Organization Name	Phone	Organization Street Address	City	State	Zip
7 Bridges to Recovery	678-430-3698	2840 Plant Atkinson Road	Smyrna	GA	30080
A Better Way Ministries Inc	770-631-6202	320 Dividend Dr Suite 200	Peachtree City	GA	30269
A Safe Place To Lay Inc	678-209-6308	1535 Diplomat Drive	Riverdale	GA	30296
Abraham's House	404-274-1810	1517 Ralph David Abernathy Blv, S.W.	Atlanta, GA	GA	30310
Adairsville Baptist Church	770-773-3198	107 Summer Street	Adairsville	GA	30103
Affordable Housing	470-204-7956	214 S 12th Street	Griffin	GA	30224

- Great resource for finding nonprofits in your area



# Planning Your Project: Program Tools

- Team Depot Toolbox:
  - [Thd.co/TeamDepot](http://Thd.co/TeamDepot)
  - Volunteer Sign-Up Sheet
  - Volunteer Waiver
  - Community Captain Directory
  - Project Playbook and more!





# Recruitment Tool: Sign-Up Sheet and Project Waiver

These are great tools to post in your breakroom and use for the day of the project



Volunteer Associates will be participating in the following project(s):

## Volunteer Sign-up Sheet

Store Number: \_\_\_\_\_

Address: \_\_\_\_\_

District Number: \_\_\_\_\_

Team Depot Captain: \_\_\_\_\_ Date: \_\_\_\_\_

Team Depot Captain's Phone No. \_\_\_\_\_ Time: \_\_\_\_\_

Associate-Volunteer Name, Email or Phone Number	T-shirt Size? (if needed)	Interested in Leading a Task or Do You Have a Special Skill?	Are you a Veteran?
1.	S M L XL 2XL 3XL		<input type="checkbox"/> Yes <input type="checkbox"/> No
2.	S M L XL 2XL 3XL		<input type="checkbox"/> Yes <input type="checkbox"/> No

## Volunteer Participation Agreement Form

Grant Number: \_\_\_\_\_  
 Project Date: \_\_\_\_\_  
 Project: \_\_\_\_\_  
 Nonprofit: \_\_\_\_\_



In consideration of my being allowed to participate in the voluntary community service events sponsored by The Home Depot, I, the undersigned, for myself, my heirs, and assigns hereby release and discharge THDF II, Inc. d/b/a The Home Depot Foundation, The Home Depot, Inc., and their affiliates, subsidiaries, directors, officers, employees, associates, and agents (collectively "The Home Depot") and any participating organizations, from any claims for damages or injury I may incur resulting from my participation in the voluntary community service events. I understand that my participation involves risk and that injury or illness may result directly or indirectly from my participation. I further state that I am in proper condition for participating in these events. I agree to abide by the rules established by The Home Depot relative to health and safety requirements. Finally, I grant The Home Depot full and complete permission to use in legitimate promotions of the project photographs of me and quotations from me.

By signing this agreement, I am applying to perform certain volunteer services related to the above referenced project. I acknowledge that my participation is complete voluntary on my part and is being undertaken without promise or expectation of compensation. I further acknowledge that I will provide volunteer services only at times that are convenient to me. I will provide no services related to my regular and usual job duties for The Home Depot, nor will I provide such volunteer services at any time during which I am assigned to perform regular work for The Home Depot.

I understand I shall ONLY perform the services assigned to me by my Team Depot Captain. In the event that a homeowner, facility representative, or nonprofit organization requests me to perform a service that has not been assigned to me by my Team Depot Captain, I will first verify such request with my Team Depot Captain before performing such service.

**PLEASE PRINT CLEARLY**

DISTRICT	STORE	VOLUNTEER NAME	SIGNATURE	EMERGENCY CONTACT INFO	FIRST TIME VOLUNTEER?
					<input type="checkbox"/> YES <input type="checkbox"/> NO
					<input type="checkbox"/> YES <input type="checkbox"/> NO
					<input type="checkbox"/> YES <input type="checkbox"/> NO
					<input type="checkbox"/> YES <input type="checkbox"/> NO
					<input type="checkbox"/> YES <input type="checkbox"/> NO
					<input type="checkbox"/> YES <input type="checkbox"/> NO

- Best Practices: post veteran bio or Team Depot t-shirt by sign-up sheet, have Team Depot t-shirt day in stores



# Community Captain Directory



TEAM DEPOT

Excel - Foundation Field Team - Community Captain Directory - 2021 Community Captain Directory - Saved

Home Insert Formulas Data Review View Help Tell me what you want to do Open in Desktop App

Clipboard Font Alignment Number Tables Cells

WESTERN // PAC NORTHWEST: STORE INFORMATION				2021 CAPTAIN INFORMATION					
District	Store #	DM	SM	Store Phone #	Captain's Name	Captain's Title	Captain's Email	Captain's Phone #	Community Captain Tenure
289	4003	David Hardy	Ambria Schiewe	(541) 344-1312	Jason Porter	ASM	asm_4003@homedepot.com	(541) 344-1312	3 years
289	4008	David Hardy	Brett Vannore	(541) 382-1020	Dusty Damon	ASM	ASM_4008@homedepot.com	(541) 382-1020	This is my first year
289	4009	David Hardy	Jeremy Hales	(541) 812-0808	Danielle Stagnoli	Dept Supervisor	PRODS_4009@HOMEDEPOT.COM	(541) 812-0808	3 years
289	4019	David Hardy	Russell Redfield	(541) 884-0075	Kristi Gerig	ASM	specialyasm_4019@homedepot.com	(541) 788-4822	2 years
289	4020	David Hardy	Kristeen Bullock	(541) 672-1823	Luke McCoullough	ASM	asm_4020@homedepot.com	(541) 704-8617	This is my first year
289	4028	David Hardy	Jay Dallimore	(541) 434-9025	Tate Davis	ASM	specialyasm_4028@homedepot.com	(541) 321-2646	This is my first year
289	4029	David Hardy	Andrew Bosvert	(541) 758-9303	Thomas Gross	ASM	asm_4029@homedepot.com	(541) 758-9303	2 years
289	4032	David Hardy	Xylon Carson	(541) 516-3990	Levi Hollander	ASM	ASM_4032@HomeDepot.com	(541) 516-3990	2 years
289	4034	David Hardy	Benjamin Suby	(541) 222-0114	Jared Anderson	ASM	Specialyasm_4034@homedepot.com	(541) 324-6141	3 years
289	8557	David Hardy	Jordan Miller	(541) 512-1458	Andrew Brevton	ASM	ASM_8557@homedepot.com	(541) 512-1458	This is my first year
317	4712	Tracie Hannah	Carmen Valade	(425) 806-9300	Owen Cameron	Store Manager	owen_cameron@homedepot.com	(360) 348-3172	1 year
317	4713	Tracie Hannah	Jaaron Lauterbach	(425) 267-0337	Brett Amstutz	ASM	asm_4712@homedepot.com	(402) 202-1420	1 year
317	4715	Tracie Hannah	James Root	(360) 715-0900	Craig Corliss	ASM	craig_c_corliss@homedepot.com	(425) 267-0337	3 years
317	4716	Tracie Hannah	Dwaine Weyland	(360) 307-9200	Robert Nims	ASM	ASM_4715@homedepot.com	(360) 466-8788	2 years
317	4717	Tracie Hannah	Angela Reyna	(360) 657-5762	Chris Ibay	ASM	asm_4716@homedepot.com	(360) 286-5378	This is my first year
317	4726	Tracie Hannah	Kyna Burke	(360) 779-9924	Isidro Estrada	ASM	specialyasm_4726@homedepot.com	(509) 910-1204	This is my first year
317	4741	Tracie Hannah	Owen Cameron	(360) 568-8687	Shannon Mitchell	ASM	SpecialtyASM_4741@homedepot.com	(360) 990-0185	This is my first year
317	4745	Tracie Hannah	Keith Hameister	(360) 757-1986	Nile Arkush	Dept Supervisor	ProDS_4745@homedepot.com	(360) 568-8687	This is my first year
317	8561	Tracie Hannah	Jeffrey Beagley	(360) 675-0105	Debbie Haklitch	ASM	debbie_g_haklitch@homedepot.com	(360) 757-1986	This is my first year
317	8563	Tracie Hannah	Andrew Wickert	(360) 582-1620	Sam Jackson	Dept Supervisor	ProDS_8563@homedepot.com	(360) 675-0105	2 years
317	8998	Tracie Hannah	Andrew Wickert	(360) 582-1620	Dawn Hiatt	ASM	ASM_8998@homedepot.com	(727) 692-6368	5+ years

HD Pro HDIS Contact Centers CEN MA MW NE IN/IM NP NYM OV Gulf MS SA SFL-PR SE SW PC PHD PH PNNW

■ Search by Region

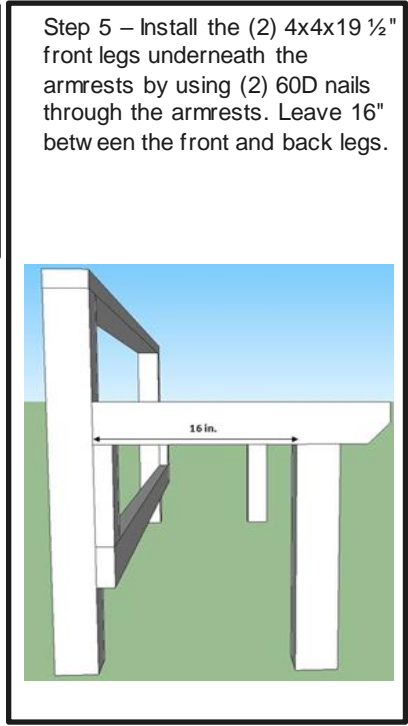
■ Great tool used to identify peers and District Captains



# Project Playbook – THD.co/TeamDepot

- Time saving resource for project planning
- A menu of project options that include:
  - Project choice
  - Number of volunteers
  - Complete materials list
  - Estimated Pricing
  - Project plans based on your choice

Master Shopping List	
Product	Total
Miter Saw	1
Pencil	3
Tape Measure	5
Safety Glasses	5
Carpenter's Square	1
Drill	2
Screwdriver Bit	4
1/4" Long Drill Bit	2
2x2x8ft	102
2x4x8ft	65
4x4x8ft	14
2 1/2in Deck Screws (lbs)	1
3/8 x 3 1/2in Galvanized Carriage Bolts	5
3/8in Galvanized Washers	4
3/8in Galvanized Nuts	6



# Safety and Scope Matter – from SOP

## Volunteer-Friendly Team Depot Projects

### •1 Day Project (1 – 2 hours). Prep Days may be required

- ✓ Moderate/Minor Critical Repairs
- ✓ Home Safety & Health Issues
- ✓ Weatherization
- ✓ Energy-Efficiencies
- ✓ Accessibility Modifications
- ✓ Outdoor Space Improvements
- ✓ Beautifications/Enhancements

## Not Qualified Team Depot Projects

### •Work requiring contractors or Structural Changes

- Roofing, Electrical, Plumbing or HVAC
- Removal or disposal of mold, asbestos or other hazardous materials
- Rental properties
- Any project requiring permits or licenses
- Projects that benefit current Home Depot associates or their immediate family members are not allowed
- Properties requiring approval from homeowner associations or property restrictions
- Product donations only (e.g., appliances, tools, lawn mowers, heaters, air conditioners, etc.)
- Any structure not permanently affixed (e.g. manufactured homes, mobile homes, trailers) to the ground  
(Projects involving building freestanding wheelchair ramps, landscaping, gardening and outdoor living spaces are okay)



# Project Day Timeline

- Opening
  - Thank your volunteers, share the WHY and connect associates to the story, invite the nonprofit or veteran to speak
  - Project Instructions & Safety
  - Mention @TeamDepot and #TeamDepot for social media
  - Team Depot Cheer
  - Volunteer!
  - Get music going - Have DJ or associate with playlist ready and available





# Project Day Timeline

- Have tools and materials sorted in advance for a smooth start – have task leaders to help guide volunteers
- Team Depot Captain's focus should be on walking the project, encouraging and managing the day's flow.
- Captains - Don't get bogged down completing a task
  
- **Closing**
  - Recap the impact of the day
  - Nonprofit or veterans speak
  - Thank your volunteers
  - Do a Board Cutting or give the project leave behind from swag kit to beneficiary – great **#operationsurprise** moment
  - Group photo and after photos
    - Remember to maintain COVID-19 guidelines during



# Storytelling

1



## PATH TO PRO

Separating military, youth programs and community scholarships

2



## VETERAN HOUSING

Female veterans, homeless veterans and combat-wounded veterans

3



## DISASTER RELIEF

Long-term rebuilding, disaster season preparation, disaster kit deployment

## WHY STORYTELLING MATTERS

**81%** of consumers say trust in a brand to do what is right is a deal breaker or deciding factor in purchasing decisions

Source: *Edelman Trust Barometer*

**37%** of consumers began buying from a new brand based on the innovative or compassionate ways they responded to the virus outbreak

Source: *Edelman Trust Barometer*

**71%** of millennials want companies to take the lead on social issues

Source: *Cone Communications CSR Study*

**86%** of consumers expect brands and their leaders to publicly speak out at least one societal issue

Source: *Edelman Trust Barometer*



# Local Media Process

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- **1** **Submit your project grant – the more details the better.**  
Date, time, # of associates, nonprofit focus, details about the beneficiaries, your contact information (phone and email).
- **2** **Based on the story angle, we'll reach out to confirm details, any possible changes and who the project's spokesperson should be.**
- **3** **Review the media advisory for accuracy and let us know all information is correct.**
- **4** **Depending on media interest, we'll share talking points for you to have handy.**
- **5** **Project time! Assign one associate to take pictures following COVID-19 content guidelines. Then, send them our way.**





# Telling a Good Story

## BEFORE INTERVIEW

- Review the talking points\*
- Memorize key points you want to make
- Be prepared to answer general questions—“What’s today’s project about?”

## DURING INTERVIEW

- Be natural and conversational
- Repeat the question in your response for a complete statement
- Keep answers concise

## AFTER INTERVIEW

- Ask reporter if they have any questions or need any photos
- Ask reporter when the story will air and let us know

\*Our talking points (per pillar) are available within the Brand Guidelines deck at [thd.co/pr](https://thd.co/pr)



# Channels, Hashtags and Tagging

## Foundation



## Homer Fund



**FB + IG: @HomeDepotFoundation**  
**TW: @HomeDepotFound**  
**#TeamDepot**

**@HomerFund**  
**#HomerFund**



# Content Guidelines

In order to use associate submitted photos on internal and external channels, we kindly request your help with the following:

## 1. ASSIGN ONE PERSON

to take photos during the max 10-person project.

## 2. PRACTICE SOCIAL DISTANCING

with at least 6ft+ between associates.

## 3. ENSURE ALL ASSOCIATES ARE WEARING PPE

including masks *and* gloves.

## 4. WEAR ORANGE

Team Depot shirts – **not** 2019's military green.

The stricter guidelines are an unfortunate result of the situation we're in. However, following them allows us to share your incredible commitment to our values.

### Approved:



### Not Approved:



# The Home Depot Foundation & Team Depot Mentions

## When to use The Home Depot Foundation:

When speaking to our financial support or a partnership with a nonprofit organization, please use **The Home Depot Foundation** (i.e. “In partnership with The Home Depot Foundation, Meals on Wheels Austin served 100 residents”).



## Logo Usage:

- Campaign collateral
- Partner communications and media materials
- Philanthropic commitments and donations

## When to use Team Depot:

**Team Depot** identifies our associate volunteer force, 400,000 strong, working in their local communities. Please use Team Depot when speaking to associate volunteers (i.e. “Team Depot, Home Depot’s associate volunteer force, assembled 500 disaster relief kits”).



## Logo Usage:

- Project + volunteerism signate (sign-up sheets, etc.)
  - Associate swag
- \*Partners can speak to the work of Team Depot but should not use the Team Depot logo.

## When to use #TeamDepot:

**#TeamDepot** is a hashtag we use year-round when showcasing associate volunteers or the impact of their efforts in our communities (i.e. “sweat equity”).

## Sending for approval:

- Please have nonprofit partners share any external-facing materials (press release, social posts, etc.) mentioning Team Depot or The Home Depot Foundation, or using the Foundation logo, with us\* prior to publication.

\*TeamDepotPR@homedepot.com



# Questions & Feedback

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If you have any questions, comments or concerns, please be sure to follow-up with your Division Manager:

**Northern:** [Courtney\\_Smith@homedepot.com](mailto:Courtney_Smith@homedepot.com)

**Southern:** [Sean\\_Vissar@homedepot.com](mailto:Sean_Vissar@homedepot.com)

**Western:** [Ryan\\_Braddy@homedepot.com](mailto:Ryan_Braddy@homedepot.com)

**National, Sr. Manager:** [Joe\\_Wimberley@homedepot.com](mailto:Joe_Wimberley@homedepot.com)

**National:** [Kristine\\_Cohn@homedepot.com](mailto:Kristine_Cohn@homedepot.com)

