



Operation Surprise Call

September 23, 2022





SOP Updates

What's Changed

- Volunteers are now allowed inside occupied homes and buildings
- No limit on volunteer count
- Non-THD volunteers are allowed on project sites (community, family, vendor, nonprofit, etc.)

SOP

- “Volunteers (associate, nonprofit partner, beneficiary, community member, family, etc.) may not participate at a Team Depot event if they have tested positive or been exposed to or are showing symptoms of any communicable diseases (Influenza, COVID, Monkeypox, Common Cold, etc.) and the isolation/quarantine period has not been met per the CDC’s guidance: <https://www.cdc.gov/>.”
- “All interior and exterior projects are permitted provided volunteers are following all safety protocols provided by the CDC, Government agencies (Federal, State, and local), The Home Depot, Partner Organizations, and the Beneficiaries”

Best Practice

- Review all available resources, including the full SOP, by visiting [THD.CO/TeamDepot.com](https://www.thd.com/TeamDepot.com)
- Consider the level of risk for the spread of disease to volunteers and the beneficiaries when reviewing a project site to determine if/how it is safe to move forward
- Make PPE (gloves, masks, etc.) available for individual comfort
- Consider serving individually packaged food & drinks



Operation Surprise 2022

- Dates: Oct. 17th – Dec. 10th
- Renewed emphasis on volunteer projects
- Safety still top-of-mind



October/November

- Make a splash on Veterans Day
- Exterior critical home repair projects
- Collaborate with national partners
 - Meals on Wheels
 - Habitat for Humanity
 - Operation Homefront
 - Semper Fi Fund
- Focus on veterans throughout the month

December

- Season of Giving
- Expanded beneficiaries
 - **Veterans**
 - **Schools/Youth Serving Nonprofits**
 - **Food insecurity/Hunger**
- Project ideas: outdoor classrooms, public parks, volunteering at food banks



Operation Surprise 2022



- Dates: Oct. 17th – Dec. 10th
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Projects

- Make a splash on/around Veterans Day
- Exterior critical home repair projects
- Collaborate with national partners
 - Meals on Wheels
 - Habitat for Humanity
 - Operation Homefront
 - Semper Fi Fund
- Focus on **veterans** throughout the month

Surprise/Gift

- Typically, there is a surprise/gift element to these projects.
- Keep gifts between \$250-\$400
- Gift needs to have a connection to the project
 - EX: Completing an exterior beautification project and gifting a grill.
- **Gift needs to be built into the store quote**
 - Store quote (w/gift) needs to still average around the \$330 per volunteer guidelines

Surprise Examples

Project: Repair/paint deck

Surprise: New outdoor furniture



Project: Backyard landscaping

Surprise: New grilling equipment



Project: Garage Cleanup

Surprise: New washer/dryer, shelving, or a storage shed



Project: Front yard beautification

Surprise: New lawncare equipment





Swag Package

- Balance between in-store recruiting and project fun
- Multiple use items that can go to projects and go back to stores
- 8.5' flag for large projects for photo ops, media, and public shout-out
- Operation Surprise shirts will ship per volunteer entered in Smart Simple
- Available on [THDgear](https://www.thd.com/THDgear) ([bdasites.com](https://www.bdasites.com)) in limited qty's. Log-in as associate.
- Stay tuned for our Team Depot Swag product launch in January



Operation Surprise PR Process



Captain action
required



Captain action
required



Captain action
required

1.	<p>The Home Depot Foundation PR team will review your project for potential local media amplification.</p> <ul style="list-style-type: none">• Tip! Be as detailed as possible in your submission for the best chance to receive PR support.
2.	<p>If your project is selected, the PR team will reach out to confirm the details. A few days later, we'll send a draft media alert for you to review for accuracy.</p> <ul style="list-style-type: none">• Tip! We count on you to make sure all details, including the project scope and date, are correct, so please review closely and share feedback within two business days. If anything changes, call us immediately.
3.	<p>The day before the project, we'll share media talking points and potential media attendance. The morning of the project, we'll text you as media are on the way.</p>
4.	<p>On project day, please ensure each volunteer knows the name of the nonprofit you're serving and who is benefiting. Keep an eye out for media, and let us know who shows up (outlet name).</p> <ul style="list-style-type: none">• Tip! Each volunteer should be able to fill in these blanks: "Today, Team Depot is working with <u>(name of nonprofit organization)</u> to serve <u>(individual or community benefiting from the project)</u> as part of The Home Depot Foundation's Operation Surprise campaign."
5.	<p>Please assign one person to capture photos and videos of the project to send to your PR contact via text or email in real time or as soon as the project closes.</p> <ul style="list-style-type: none">• Tip! Be sure to capture horizontal photos and videos. Here is an example of coverage that ran exclusively using videos shot on an iPhone.
6.	<p>We'll follow up a final time to share media coverage from your project. Enjoy!</p>



Top Communications Items to Remember

- Remember the difference between **Team Depot** and **The Home Depot Foundation**
 - The Home Depot Foundation is the nonprofit arm of the company that serves veterans, helps communities rebuild after natural disasters and trains skilled tradespeople.
 - Team Depot is The Home Depot's associate volunteer force that extends the mission of The Home Depot Foundation into our communities.
- Remember the campaign is called **Operation Surprise** (not Celebration of Service)
- Help spread the word! Use **#OperationSurprise** and tag the Foundation in social posts
 - FB/IG: @HomeDepotFoundation
 - Twitter: @HomeDepotFound
 - Yammer: "Team Depot – US" community
- Take all project photos and videos **horizontally** on your phone
- Review resources available to you in the **TD Toolbox**, including social media toolkits, content guides and the latest SOPs
- Have questions? Did media show up unexpectedly at your project? Reach out to teamdepotpr@homedepot.com for help!

Template social media toolkit... coming soon!



Store XXX is excited to serve those who have served us. Giving back to veterans is what it's all about ❤️ #OperationSurprise



#TeamDepot is serving veterans across the country during @HomeDepotFound's #OperationSurprise. Today, we partnered with [TAG NONPROFIT] to [INSERT PROJECT DETAILS]





Week of Service - Honoring Martin Luther King Jr.'s Legacy

Support a National Initiative of Service

- Project Ideas are on [THD.co/Team Depot](https://www.thd.com/TeamDepot)
- Updates will be made in October

In 2022 Team Depot completed over 40 projects engaging over 800 Associates with \$301,402 supporting grant dollars in communities nationwide.

Projects supported Social Equity working with Title 1 Schools, Food Pantries, Affordable Housing Organizations, Veteran Service Organizations, YMCA's, Boys & Girls Clubs and Government Agencies.

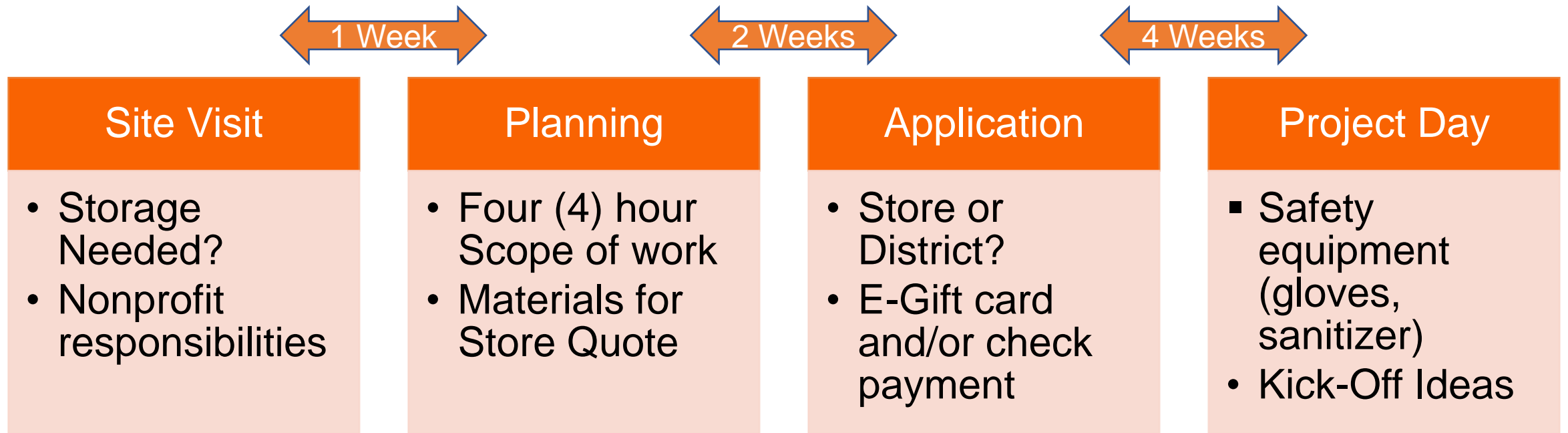
Advancing Education for All January 16th – 21st 2023



MLK Jr. Week of Service



Operation Surprise – Project Planning



[Thd.co/TeamDepot](https://thd.co/teamdepot) > Plan A Project

[Site Visit Checklist](#)

[Project Planning Checklist](#)

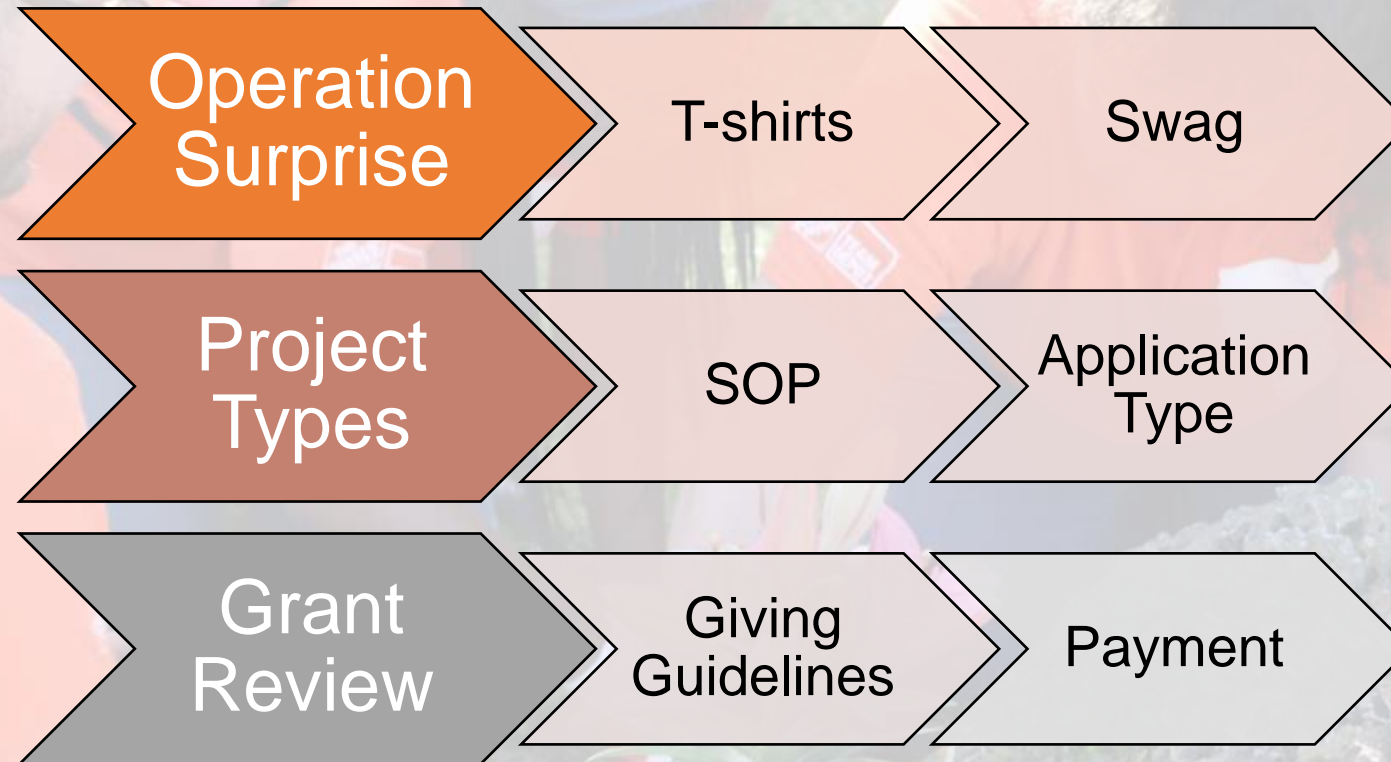
[Giving Guidelines](#)

[Project Playbook](#)

[SmartSimple](#)

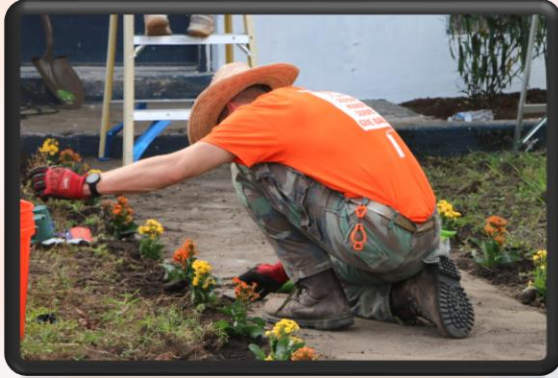
(Grant Application)

Captains Q&A





Team Depot Yammer – Join the Community. Stay Connected.



Real-time
Recognition

Captains
sharing
Best
Practices

Program
Updates

Team Depot & Homer Fund Captains - US

Conversations

About

Files

Events



Team Depot Field Team

- Northern Division Manager – [Courtney Smith](#)
- Southern Division Manager – [Adam Goslin](#)
- Western Division Manager – [Ryan Braddy](#)

- Sr. Manager, Team Depot– [Joe Wimberley](#)
- Sr. Specialist, Projects – [Danny Watson](#)
- Field Specialist – [Kristine Cohn](#)
- Field Specialist – [Chuck Segel](#)
- General Inbox – Team_Depot@homedepot.com

Please contact a member of the team if you have questions.



Closing

THANK YOU!