

EVENTS/CAUSES

DFS Group leverages crowdsourcing for holiday philanthropy

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DFS Group's #JoyToYourWorld

By STAFF REPORTS

LVMH-owned luxury travel retailer DFS Group has teamed with Make-A-Wish International to grant children's wishes this holiday season.

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The #JoyToYourWorld partnership furthers the gift-of-giving ideology by bringing joy to the lives of children with life-threatening medical conditions. The effort, which officially begins Dec. 1, brings together crowdsourcing and social media to donate to Make-A-Wish International's cause.

Special delivery

DFS consumers are encouraged to link their social media accounts to Thunderclap, a crowdsourcing platform that amplifies messages through "the power of the crowd." Doing so will help DFS spread the word as it grants wishes to children with the help of Make-A-Wish International.

Consumers must also follow DFS on social media and like #JoyToYourWorld photographs either on Facebook, Twitter or Tumblr. For every post tagged with #JoyToYourWorld that receives 1,000 "likes," DFS will donate a wish to child.

The retailer plans on donating up to nine wishes globally. As of press time, #JoyToYourWorld has a social reach of 50,981 with 12 hours left to go until Dec. 1 at noon HKT.



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GALLERIA
Joy to
Your World

DFS Group #JoyToYourWorld promotion

In addition to the online crowdsourcing component, DFS and T Galleria stores around the world will have Make-A-

Wish International donation boxes.

Make-A-Wish is a common partner for brands with philanthropic endeavors.

In 2013, for instance, The Ritz-Carlton donated up to \$100,000 to the Make-A-Wish Foundation through a December gift card initiative stemming from its Community Footprints canopy program.

The hotel chain donated 10 percent of the value of every Community Footprints card sold in the United States, Caribbean and online. Tying this campaign into an overarching philanthropy drive likely reminded consumers that The Ritz-Carlton is dedicated to various causes throughout the year, not just during the holidays ([see story](#)).

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