

EVENTS / CAUSES

Trump Hotel Collection raises donation potential for St. Jude Thanks and Giving campaign

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By JOE MCCARTHY

The Trump Hotel Collection is furthering its holiday partnership with St. Jude Children's Research Hospital for the annual Thanks and Giving campaign with additional incentives for guests to get involved.

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Luxury Daily

To complement its strong social media presence, the hotel chain will be offering guests a variety of offers that have built-in donations. Trump Hotel's commitment to the Thanks and Giving campaign conveys an integrity that will likely appeal to consumers who were moved last year.

"Thanks and Giving is a wonderful holiday campaign by St. Jude Children's Research Hospital that involves a kaleidoscope of businesses and industries, and we are proud to be a partner for a fourth consecutive year," said Lisa Tully Lavian, director of marketing at [Trump Hotel Collection](#), New York.

"Eric Trump, executive vice president of development and acquisitions of The Trump Organization, has helped raise almost \$8 million for St. Jude's via The Eric Trump Foundation and programs like this," she said.

"We have found that our guests are exceptionally generous in supporting causes, and we are happy to help put St. Jude's front and center during this critical fundraising period."

A family affair

The Trump Hotel's involvement in the Thanks and Giving campaign is spearheaded by Eric Trump and the **Eric Trump Foundation**.

Fans who visit the Trump Hotel's social media pages are introduced to the Thanks and Giving campaign through cover photos. For every like that accrues on the collection's Facebook page through Dec. 31, \$1 will be donated to St. Jude. Also, every four-square check-in to a property during this time will elicit \$1.

Give thanks for the healthy children in your life this Thanksgiving, and give to those who are not. St. Jude Children's Research Hospital and the Trump Hotel Collection invite you to make a \$10 donation when you stay with us: <http://ow.ly/raMZs>

The Collection will also donate \$1 for every 'Like' on our page and every Foursquare check-in to a Collection Hotel until December 31st.



Trump Hotel Collection Facebook page

A Trump Hotel Collection/St. Jude's ornament is available at all properties for \$20 and guests can reserve a Mani for a Cure manicure service at property spas that will benefit the cause. From Black Friday - Cyber Monday, the collection donated \$10 for every reservation made.

Trump Hotel urges its social media fans to contribute to the cause on their own. A lime green Donate Now function directs those who want to donate to the Eric Trump

Foundation Web site where a confidential form can be filled out.

A charity auction and golf event held by the Eric Trump Foundation raised more than \$2 million for St. Jude. A live auction allows visitors on the Web site to bid on two lots.



Bring Home This Funny Car
Built By the Famous Gas
Monkey Garage Featured
on Fast N'Loud on the
Discovery Channel

Current Bid: **\$13,250.00**



Dazzle in 'Strength in
Layers', a Stunning Emerald
Necklace and Earrings,
Presented to you During
Lunch with Ivanka Trump &
the Designer, Linda
Cifuentes at Trump Grill in
NYC

Current Bid: **\$7,000.00**

Live lots

The foundation released a video that explains its recent initiatives.

Embedded Video: [//www.youtube.com/embed/G8YFJdMgd3o](https://www.youtube.com/embed/G8YFJdMgd3o)

The Sixth Annual Eric Trump Foundation Golf Invitational

Making a difference

In between focusing on holiday-gifting campaigns fashion brands are promoting their latest charity initiatives to engage consumers around Thanksgiving with nonprofit campaigns.

As retailers and fashion brands are fighting for consumers' eyes and wallets, tying themselves to a good cause can seem like a way to stand out while making a difference ([see story](#)).

Neiman Marcus is also getting into the spirit of giving, donating 10 percent of proceeds from The Ken Downing Gift Collection to benefit 41 art-based youth charities around the country from Nov. 20 to Dec. 25.

The 37 gifts selected by Neiman fashion director Ken Downing for the campaign range in price from \$28 to \$1,795 and include brands such as Alexander McQueen, Chanel and Moncler. As holiday shopping gains momentum, retailers will continue to differentiate themselves with escalated charity endeavors ([see story](#)).

All charity initiatives should contain a persistent social media component to ensure that fans and prospective consumers become engaged.

"Trump Hotel Collection and the Trump family have always been very influential in social media, so we always try to leverage that to the benefit of St. Jude's," Ms. Tully Lavian said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/F1AyYNO7Hak](https://www.youtube.com/embed/F1AyYNO7Hak)

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