



# GIFTING BRAINSTORM SHEET

GIFT RECIPIENT: \_\_\_\_\_ YEAR: \_\_\_\_\_

## Significant Events to Buy for This Person This Year

- Christmas
- Easter
- Graduation
- Father's Day
- Hanukkah
- Wedding
- Retirement
- Birthday \_\_\_\_\_
- Valentine's Day
- New Baby
- Mother's Day
- Other \_\_\_\_\_

## Questions To Consider

What comes to mind about the gift recipient when answering the following questions?

What do they do in their free time? \_\_\_\_\_

What frustrations do they often experience? \_\_\_\_\_

What causes matter to them? \_\_\_\_\_

How do they relax? \_\_\_\_\_

What "simple things" do they enjoy? \_\_\_\_\_

What past gifts have they really valued? \_\_\_\_\_

What is their most prized possession? \_\_\_\_\_

## Potential Gift Ideas

\_\_\_\_\_

\_\_\_\_\_

Companies aligned with their values: \_\_\_\_\_

Companies to avoid: \_\_\_\_\_