



**Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Transitional Assistance**


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**Online Guide Transmittal 2023-61
August 31, 2023**

To: Department of Transitional Assistance Staff
From:  Sarah Stuart, Associate Commissioner for Change Management
Re: Cross Program: Holiday Gift Verification (Globe Santa Program)

Overview

Each year, the Globe Santa provides age-appropriate holiday toys and books to eligible children who live in geographical areas designated by the Globe Santa Program.

To be eligible to participate in Globe Santa, families must be active TAFDC, EAEDC or SNAP clients, live in the Globe Santa geographic area, and have a child living with them who is aged 12 or under as of December 25, 2023. The Department will mail the Globe Santa Program Holiday Gift Verification Notice to eligible families beginning September 2023 and on designated dates thereafter as eligible families are approved.

Purpose

The purpose of this Online Guide Transmittal is to advise staff of the communication plan, remind staff of the procedures on reprinting and mailing of misdirected Holiday Gift Notices and letters, the updated links on the corresponding Online Guide page, and inform staff of Globe Santa Frequently Asked Questions posted to the DTA website to assist with inquiries regarding the program.

Communication This year, the Globe Santa Program Holiday Gift Verification communications campaign consists of notice mailing, text messaging, and DTA Connect alerts.

The text message will display:

“Need holiday gifts for your kids? Check DTA Connect or your mail for the Globe Santa Program Holiday Gift Notice and form. Mail the form to Globe Santa, 39B Teed Dr., Randolph, MA 02368-4201. Learn more: www.globesanta.org or call 617-929-1525.”

For clients to whom the text is sent in Spanish, the text will include the contact number 617-929-8006.

This text message will be sent in English, Spanish, Portuguese, Haitian Creole, Vietnamese, or simplified Chinese based on the language listed on BEACON. The DTA Connect alert will display in English, Spanish, Portuguese, Haitian Creole, Vietnamese, and simplified Chinese. Those with HLS or who have affirmatively opted out of text messaging and alerts from DTA are excluded. Text messages are sent regardless of the phone type listed on BEACON.

The communications schedule is as follows:

Mailing and Text message

- 1st mailing will be available on or about September 4th to active TAFDC, EAEDC, and SNAP grantees who live in the Globe Santa geographical area.
- 1st text message will be sent September 18th.
- 2nd mailing to new cases approved for TAFDC, EAEDC, and SNAP after September 29th is scheduled for October 9th.
- 2nd text message will be sent October 16th.

The deadline for clients to submit requests for holiday assistance is Friday, November 3, 2023.

DTA Connect Alerts

Alerts are planned to display to eligible clients on or about mid-October.

The www.mass.gov website will also include frequently asked questions regarding the Globe Santa Program.

**Important
Procedural
Reminder**

When a client submits a completed Globe Santa holiday gift verification to DTA you must:

1. mark these documents in EDM (Electronic Documents Management) folder in the case record as Entered,
2. print the completed notice and client letter and send an e-mail to your supervisor and local office management,
3. include the clients name and APID and state that all materials were uploaded in beacon and annotate narrative,
4. local office management shall assign a designee who will be responsible to keep a log with the number of received letters and completed notices with client names, APID, and dates mailed to Globe Santa.

All completed documents collected are to be mailed by close of business day to:

**Globe Santa
39B Teed Dr.
Randolph, MA 02368-4201**

If the client submits partial documentation notice only and does not submit a letter or vice versa, call the client to inform them that the Department cannot forward incomplete Globe Santa verifications. Instruct clients to send all required materials to the designated mailing address by the deadline. Be sure to provide the client with the correct address and make a note in the narrative.

If clients misplaced their notice and request a reprint of the Globe Santa program holiday gift verification notice while staff are working remotely, please refer to Online Guide page under Scheduled Mailing Projects/ Holiday Gift (Globe Santa) for further guidance.

The Online Guide page [Scheduled Mailing/Projects > Holiday Gift \(Globe Santa\) > Holiday Gift Verification Mailing](#) has updated links to the 2023 Globe Santa geographic area and Holiday Gift Verification form.

Questions

If you have any policy or procedural questions, after conferring with the appropriate TAO personnel, please have your Systems Information Specialists or TAO management email them to [DTA.Procedural Issues](#).

Systems issues should be directed to the Systems Support Help Desk.
