**Description**

Objective:

To create a registry fund, similar to Kickstarter, for Macys.com bridal registry AND other occasions. A tool to make it easier for friends/family to pool money together on Macys.com to contribute towards Macys.com purchases/gifts.

Currently, Macys.com has a registry where couples can register for anything and everything. Most bridal registry’s typically include small ware items like pots, pans, plates, etc. However, today, it is common for many couples to live together years before they get married. Having already combined and accumulated small wares, what they might actually want is a fund for a new sofa, mattress or bedroom furniture, but may not have the funds (especially after a wedding!) to purchase those big ticket items. Macys.com would create a registry fund where guests could contribute an amount of their choice. By the time the registry closes, the couple either has all or partial funds towards their big-ticket purchase.

But let's not limit it to only weddings and to couples. What about single millennials living alone or with roommates? After graduation, there isn’t much else to celebrate, aside from birthdays, not a big reason for people to buy you blenders, toasters, etc. let alone a couch! What if they asked their friends to pitch in for a new bed, instead of buying them birthday gifts. And let’s not limit to birthdays. They can set-up the fund for any occasion: graduation, birthdays, Christmas, Hanukkah—basically whatever Hallmark makes a card for!

And it doesn’t just stop at marriage and singles, folks! Baby showers! House-warming!

Take this idea to the next level, what if eventually we tie it to a social media platform? It can be presented as a challenge of sorts to communities. "Hey all, thanks for the birthday wishes, if you are planning on sending me a gift, contribute $1 + to my new mattress fund"

Possibilities are endless here, can add a mobile element to this. Make it easy for friends to contribute money via mobile or tablet.

**Value Proposition**

Macy'[s.com](http://s.com/) registry is popular with all age groups, urban and suburban singles and families. But often times, big ticket items seem daunting to buy, especially for millennials and new couples.

Given that as a society we are still an economy recovering, prices on goods have increased, but wages have not caught up to the cost of living, given that Millenials often graduate with more debt and earn less money. This could be a great way for Macys.com to continue to meet its diverse customer range where they are at.

It will continue to build brand engagement and loyalty targeting specifically young millennials, Macys.com target age group. Flipping through our catalog for a bed soon becomes looking for new sheets, pillows, etc. Continuing to build Macys.com as the one-stop-shop.

Questions to noodle on:

* What happens if the price isn’t reached on a gift?
* Let’s say only $125 out of $500 is in the pot for a new upholstered chair. The buyer still has money towards the chair, now needs to come up with $125 less. Maybe they have a time limit, a year or so, to pull together the money. If not, they get a macys.com gift card
* Thoughts?