



75TH ANNIVERSARY TOOL KIT

Coordinator Edition



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This document and digital assets can be downloaded at:

- www.toysfortots.org
- Toys for Tots Secure Site for Coordinators
- Toys for Tots Multi-Media Assets Link:
<https://digitalmedia.vnr1.com/2019/05/08/toysfortots-2019/>



Introduction

The 2022 holiday season marks the 75th anniversary of the Marine Corps Reserve Toys for Tots Program (TFT). The Marine Toys for Tots Foundation (MTFTF), in conjunction with Office Marine Forces Reserve (OMFR) will plan and execute a nationwide celebration for the Marine Corps Reserve Toys for Tots Program.

The anniversary year will provide opportunities to highlight the Marine Corps Reserve and the Toys for Tots Program on a national level with the goal to raise the profile of the Marine Corps Reserve Toys for Tots Program to the general public and key stakeholders.

Celebrating the anniversary year will provide opportunities to share our rich history, heritage, and esprit de corps to:

- **Highlight our extraordinary Reserve Marines, past and present**
- **Highlight the impact that Toys for Tots offers communities nationwide**
- **Promulgate a call to action among the public while creating positive sentiment**
- **Thank community leaders, local sponsors, and volunteers**
- **To ultimately support children in need of every family seeking holiday help**

This toolkit offers tools and resources to make it easier for you to engage with your community as well as the media in sharing a historic milestone of our Nation’s flagship Children’s Christmastime Charity. As a Toys for Tots Coordinator, you play a significant role in galvanizing your community for three months.

You are the key in bringing elements together in a common cause helping children in need while enabling the Marine Corps to meet community objectives.

Marine Toys for Tots Foundation Marketing Contacts

Social Media Assistance

John Haehn	john.haehn@toysfortots.org
Alba Cuebas	alba.cuebas@toysfortots.org

Communications / Messaging Assistance:

MaryKate Cobb	marykate.cobb@toysfortots.org
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Events with potential National Level Exposure

Ted Silvester	ted.silvester@toysfortots.org
Kelley Hardison	kelley.hardison@toysfortots.org



Special Edition Toys for Tots 75th Anniversary Logos

You are encouraged to use any of these anniversary logo versions in lieu of the official Toys for Tots logo throughout 2022. Use them wherever you see fit to include website; email signature; social media posts; marketing creatives / ads; offer to local sponsors, etc. You can download the logos at:

<https://digitalmedia.vnr1.com/2019/05/08/toysfortots-2019/>





Anniversary Narrative and Brief History

Seventy-five years ago, a simple act of kindness turned into a nationwide flagship children’s Christmastime charity and much more.

The idea of the Toys for Tots Program began in 1947 at the helm of Marine Corps Reserve Major Bill Hendricks. Major Hendricks’ wife, Diane, was the inspiration behind the Program after she asked Major Hendricks to deliver a few handcrafted dolls to an agency that supported children in need. When Major Hendricks reported back to his wife that he could not find an agency for the handcrafted dolls, Diane encouraged her husband to “start one”!

Major Hendricks and the Marines in his Reserve unit collected over 5,000 toys in 1947 and delivered them to children in need around Los Angeles. Seeing the impact that delivering toys to children in need had created around the community, the Commandant of the Marine Corps, General Clifton B. Cates, directed all Marine Corps Reserve units to implement a Toys for Tots campaign in 1948—which transformed the Program into a National Community Action Program.



Toys for Tots Event, Marine Corps Reserve, circa 1951

For over seven decades, the Program has evolved and grown exponentially having delivered hope and the magic of Christmas to over 281 million less fortunate children. Now, in our 75th year, the Marine Corps Reserve Toys for Tots Program also provides support year-round to disadvantaged children experiencing challenges and exceptional circumstances, thus sending a message of hope beyond the holiday season.

Toys for Tots began supporting children among the Navajo Nation from the Program’s start creating the foundation of the Toys for Tots Native American Program which was formalized in 1980. Each year, 180,000+ Native American children living on remote reservations across the United States receive toys and books leaving a positive impact and assisting in the development of these children.

The Toys for Tots Literacy Program, established in 2008, offers our Nation’s most economically disadvantaged children the ability to compete academically and to succeed in life by providing them direct access to books and educational resources that will enhance their ability to read and communicate effectively. Since 2008, Toys for Tots has distributed over 47 million books to children and with each book distributed, we are hoping to be one step closer to breaking the cycle of poverty.

In recent years, Toys for Tots has distributed millions of toys to children in need during the spring and summer months. These children and their families were facing adversity and exceptional circumstances including pandemic related challenges, natural disaster recovery, and other extenuating events. Toys for Tots also provided toys and gifts to 17,000 Afghanistan refugee children now living in the United States.



As our Nation has faced the many challenges and national crises over the past 75 years, the American public has never let Toys for Tots down allowing our Marines and volunteers to support millions of children year after year. 2021 was no different. Toys for Tots distributed a record 22.4 million toys to nearly 8.8 million less fortunate children! Since the Marine Toys for Tots Program began in 1947 with a single hand-knitted doll, we have distributed 627 million toys to over 281 million children. We've adapted and overcome many challenges, but always accomplished the mission. We are 75 years strong!

Talking Points to Assist Speaking with Media

Media Talking Points

- Please join us in our 75th anniversary year by helping Toys for Tots reach even more disadvantaged children while we pay tribute to our extraordinary Reserve Marines and highlight the impact that Toys for Tots has made in communities nationwide.
- For more information, please visit: www.toysfortots.org (or add your local TFT Campaign website here).

History:

- The Marine Corps Reserve Toys for Tots Program is celebrating its 75th anniversary year in 2022.
- Created in 1947 by Reserve Major Bill Hendricks, the Program expanded Nationwide in 1948.
- Toys for Tots is a Community Action Program run by the U.S. Marine Corps supporting less fortunate children throughout the holiday season—and beyond!
- Toys for Tots is active in all 50 states, Washington, DC, Puerto Rico, Guam, and the Virgin Islands in over 830 communities.
- Toys for Tots receives support from over 50,000 volunteers each fall helping to collect, sort and distribute an average of 18 million toys to 7 million less fortunate children annually.
- Since 1947, Marines and volunteers have distributed 627 million toys to over 281 million children.

How to support local campaigns:

- Individuals can support their local campaigns by donating a toy; making a monetary donation; volunteering their time.
- Organizations and companies can show their support by using their place of business to collect toys; become a sponsor of Toys for Tots with a monetary donation; donate in-kind product such as toys or books, warehouse space, logistical support, or media coverage.



Expansion of Toys for Tots Mission:

Toys for Tots stands ready to assist families and children in need who have been affected by natural disasters or life changing events.

- Toys for Tots recently expanded our mission to provide support to children-in-need year-round, not just during Christmastime.
- For the third year in a row, Toys for Tots is partnering with Good360 to distribute an additional 1 million toys, books, and games to underserved communities in the spring and summer months.
- In 2020, Toys for Tots created a Youth Ambassador Program to highlight the exceptional community service of children across the country. This summer, Toys for Tots is sponsoring a leadership summer camp for our Youth Ambassadors and young volunteers to strengthen their leadership skills by providing challenges, adventure, and team building exercises, and provide the opportunity to experience success as part of a team. This “growth through adventure” will strengthen, empower, and motivate our promising young Toys for Tots volunteers to be the best they can be, and encourage them to continue supporting their local communities.

Literacy Program:

- The Toys for Tots Literacy Program distributes books to children and schools in low-income communities. Since its inception in 2008, the Toys for Tots Literacy Program has distributed over 47 million books.
- Through partnerships with the National Association of Elementary and Secondary Education Act—State Program Administrators (NAESPA), the Kids in Need Foundation (KINF), and Good360, the Toys for Tots Literacy Program distributes books to teachers, administrators, and children throughout the year. In 2021, we distributed over 3.1 million books.

Native American Program:

- The Toys for Tots Native American Program officially began in 1980 to provide toys to children living on remote Reservations supporting over 180,000 children annually in over 80 Tribal Groups and Reservations.



Social Media Posts

The following posts are intended to serve as resources to promote the Toys for Tots 75th Anniversary along with your local campaign on social media throughout the season. They are meant to serve as guides to increase visibility, donations, and volunteer involvement for your local community. They are all in a **COPY & PASTE** format, so it should be fairly simple to input across the social media platforms where your campaign has an active presence.

You will need ONE thing to access this guide and all of its resources to their full capacity:

- A free Gmail account to be able to access the folder that contains the complete social media toolkit
 - <https://accounts.google.com/signup/v2/webcreateaccount?service=mail&continue=https%3A%2F%2Fmail.google.com%2Fmail%2F&flowName=GlifWebSignIn&flowEntry=SignUp>
 - If you would like a tutorial on how to set this account up, it's a quick process that this video will guide you through: https://youtu.be/8_DbNPpQbVQ

To maximize visibility for your campaign, we recommend:

- Tagging the Marine Toys for Tots Foundation on all social media posts
 -  @toysfortots
 -  @marinetoysoftotsfoundation
 -  @ToysForTots_USA
 -  Marine Toys for Tots Foundation
 -  @ToysforTots_Official

Toys for Tots Foundation does not have an active TikTok, but we have reserved this handle for the official account to potentially use in the future.

- Use the following hashtags to promote the anniversary and your local campaign
#ToysforTots75th #75YearsStrong



The content below provides examples of suggested **posts** that can include a caption you can ‘copy and paste’ into each social media platform along with the accompanying “media asset” (image).

You can screenshot the images or download them from this Google Drive Folder labeled

“Media Assets: Social Media posts”

<https://drive.google.com/drive/folders/1FdvLt9Cortz3tZvjbSEaUYYQNmvLYLbg?usp=sharing>

Season Commencement Post

Copy & Paste: So, it begins... ‘Tis the season to give to those in need! This year Toys for Tots Celebrates its 75th Anniversary of bringing joy to children in need across America. We want to expand that reach and broaden our efforts -- to provide hope to those less fortunate when they need it most. Volunteer for your local campaign today to celebrate. #75YearsStrong

Media Asset: [Download the video from the link below.](#)

<https://drive.google.com/file/d/1sLyscO0eOrKeG1P16Xy0AzKzXi2-6OAI/view?usp=sharing>

75th Anniversary Announcement Post

Copy & Paste: This Fall marks the 75th anniversary of Toy for Tots. We’ve been providing joy to children in need since 1947 when USMCR Major Bill Hendrick’s wife inspired him to create an organization that assisted less fortunate children.

For over seven decades, the Program has grown exponentially, having delivered hope and the magic of Christmas to over 281 million less fortunate children. Now, in our 75th year, Toys for Tots also provides support year-round to disadvantaged children experiencing challenges and exceptional circumstances, thus sending a message of hope beyond the holiday season. We look forward to continuing to make a difference in the lives of children in need for decades to come. #75YearsStrong

Media Asset: [Download video from the link below.](#)

https://drive.google.com/file/d/1X_yvHqnxVJE4qlzmYm5Lzr0n9s9_yWWf/view?usp=sharing



History - Present Post

Copy & Paste: In 1947, Marine Corps Reserve Major Bill Hendricks was preparing for the holidays with his family in Los Angeles, CA. His wife, Diane, was an altruistic mother with nimble fingers and a knack for handcrafting. She handmade a few dolls during the holidays that year and asked her husband to donate them to an agency that supported children in need. The agency he sought didn't exist - not yet.

Hendricks returned to his wife with the disheartening news, but instead of fretting, she inspired him to "start one!" He proceeded to round up the Marines in his unit to create a way to donate the dolls to children in need. They collected and distributed 5,000 toys that year.

Seeing the impact it created, the Commandant of the Marine Corps, Gen Clifton B. Cates, directed all Reserve units to implement a Toys for Tots campaign in 1948, making the Program national.

Hendricks' civilian job was as Director of Public Relations for Warner Brothers Studios, he used his connections to support the Program to expand its reach. As a favor to his friend Bill, Walt Disney created the first Toys for Tots poster that was adopted as our official logo.

Seventy-five years later, Toys for Tots now distributes an average of 18 million toys and books to over 7 million less fortunate children across the Nation. This year on our 75th Anniversary, we look forward to reaching more children this holiday season with your continued help: toysfortots.org #75YearsStrong

Media Asset: [Download from the link below.](#)

https://drive.google.com/file/d/1iWMx2mO1wr3_GTn6UMATLsddqgk8n_fg/view?usp=sharing

Get Involved Post

Copy & Paste: 1 in 5 children in America live in poverty. That means they're the poorest age group in the entire country (Children's Defense Fund 2021).

Simple things like books and toys are often overlooked but are pivotal to brain development. Their minds expand daily just by interacting with their surroundings. Educational toys help kids develop critical thinking skills and sharing, help develop motor skills, nurture creativity, and teach cause and effect.

At Toys for Tots, we're dedicated to providing toys that teach and books that stimulate learning and imagination to less fortunate children across the Nation.

Media Asset: [Download the image from the link below](#)

https://drive.google.com/file/d/1TV-x-H0o7svf_uEBykMWHvMHZ5m3Wdho/view?usp=sharing



[Donate Post](#)

Copy & Paste: There are approximately 15 million children in our Nation without access to necessities, age-appropriate books, and educational toys. For children, brain development, motor skills, and problem-solving are all critical cognitive abilities that are developed with resources like toys, games, and books. These assets are often overlooked - especially among children in low-income families. At Toys for Tots, we're dedicated to providing joy and hope to children in need across the Nation through the gift of new toys, books, and games.

You can help us put a smile on their faces today. Visit toysfortots.org to send a message of hope to a less fortunate child today!

Media Asset: Download the image from the link below

https://drive.google.com/file/d/1FEo1O98dlptWMY6AWdjt8yXkTuT_MyX/view?usp=sharing

Use the following hashtags to promote the anniversary and your local campaign

#ToysforTots75th	#75YearsStrong	#Nonprofit	#ChildrensCharity
#Donate	#GiveBack	#LessFortunate	#ToysforTots

Draft Press Release for Local TFT Campaign

Press Release: A Press Release is typically what is distributed at an event where reporters will be present. A PR helps inform the media about the event taking place and assists with their narrative.

Press Release Example

The Marine Corps Reserve Toys for Tots Program Celebrates 75 Years of Providing Hope to Less Fortunate Children!

XCounty, XState (Date of Release) Toys for Tots, the U.S. Marine Corps' premiere Community Action Program, announces its 75th Anniversary of supporting less fortunate children across the Nation.

Seventy-five years ago, a single hand-knitted doll turned into a nationwide flagship children's Christmastime charity and much more. The Toys for Tots Program began in 1947 when Marine Corps Reserve Major Bill Hendricks and the Marines in his Reserve unit collected over 5,000 toys in 1947 and delivered them to children in need in the Los Angeles area.





Toys for Tots 75th Anniversary Celebration Toolkit for Coordinators



For over seven decades, the Program has evolved and grown exponentially—over 830 campaigns are locally run across the Nation. In 74 years, 281 million children in need have been supported through the Program, locally and through partnerships across the country. Our local supporters have been extremely generous over the years. We are truly humbled and in awe by the support we continue to receive, year after year, because that means we're able to keep spreading hope and joy in our community.

Now, in Toys for Tots' 75th year, we are asking our supporters to make this milestone another record-breaking year! We need YOUR support to deliver joy and hope to even more children in ***local area name***! Visit www.toysfortots.org and select ***State/County*** to visit ***local campaign's*** website to find out where you can make a physical donation.

Be sure to follow us on our Social Media platforms for updates throughout the campaign season!

Facebook:

Twitter:

Instagram:

About Marine Toys for Tots

Toys for Tots, a 75-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness, and hope to less fortunate children. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence, and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year, the Marine Toys for Tots Program fulfilled the holiday hopes and dreams of 8.7 million less fortunate children in over 830 communities nationwide. Since 1947 over 281 million children have been assisted. The Marine Toys for Tots Foundation is a not-for-profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit www.toysfortots.org.

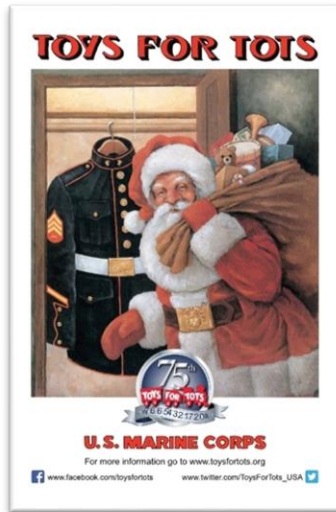


Promotional Items Available

Some of our standard promotional items will incorporate the 75th Anniversary logo. These items will be shipped to local Toys for Tots Campaigns via the normal promotional item distribution process.

Some of the items containing the anniversary logo include:

Toys for Tots Posters



Limited run of toy collection boxes



Bumper Stickers



Ink Pens



These items are limited in quantity – not all campaigns will receive them.

Feel free to create your own posters / ads / banners, etc. using the anniversary logo and messaging for distribution throughout your community.

Contact Dave Adamson for promotional materials: d.e.adamson@toysfortots.org



Tips to incorporate anniversary messaging and pitching to media

This anniversary year will provide opportunities to highlight the Marine Corps Reserve and the Toys for Tots Program on a national level with the goal of raising the profile of the Marine Corps Reserve Toys for Tots Program to the general public and key stakeholders.

As a Community Action Program, it is critical to engage as much of your community as possible leading up to, and throughout the holiday season. The best way to accomplish this is with the assistance of local media.

The media is your most important partner and can be your best friend during the holiday campaign. The American public has a profound respect and admiration for the U.S. Marine Corps and the Toys for Tots Program. Using the local media to deliver your “Call to Action” to the public will not go unanswered – the American public will answer your call with support, but you must be able to circulate your message.

Here are a few tips on how to incorporate 75th Anniversary messaging and visuals

- Establish key media contacts early for TV and radio. Talk to them early and often throughout the campaign. Give them an overview of TFT history & why we are celebrating the 75th anniversary year.
- Be available for media interviews to talk about TFT history & why we are celebrating the 75th anniversary year.
- Deliver in person the Toys for Tots PSA TV commercial; the Audio PSA; TFT logos; offer our multi-media asset link containing TFT digital assets available for public use.
- Use the Anniversary logo in all your communications and marketing materials such as: in your email signature; adding logo and messaging in event flyers and social media posts.
- Offer the 75th Anniversary logo and digital assets to your local sponsors for use in their marketing materials.

Toys for Tots Multi-Media Assets Available for Public Use

<https://digitalmedia.vnr1.com/2019/05/08/toysfortots-2019/>

This link offers:

- TV & Radio Public Service Announcements (TV Commercial)
- TFT Logos: official logo & 75th Anniversary Logos
- B-Roll video for TV stations to play in the background
- An assortment of photos often asked for by sponsors and media
- TFT Posters (current year & original 1948 poster) that can be downloaded