

MARINE TOYS FOR TOTS PROGRAM



Marketing Guidelines

For Corporate Partners

Introduction

The U.S. Marine Corps has long valued the strong ties binding Community, Country and Corps and continually strives to strengthen the connection between America's Marines and the public it serves through community engagement.

Established in 1947, Toys for Tots is the U.S. Marine Corps' premiere community action program and America's most popular Children's Christmastime Charity. It is the combined efforts of the U.S. Marine Corps Reserve and the Marine Toys for Tots Foundation. Our mission today is the same as it was in 1947: to bring the joy of Christmas to America's less fortunate children.

Toys for Tots is a National program with a local touch – we have nearly 800 local toy collection and distribution programs in most major market areas in all 50 states, DC, & U.S. Territories which distributes an annual average of 18 million toys to 7 million children-in-need.

Toys for Tots enjoys a 70-year history and exemplifies the qualities and standards the U.S. Marine Corps has held in high regard since 1775. As an official activity of the Marine Corps, it is imperative that the Toys for Tots' widely known name and logo are used and affiliated with in a manner that protects the image and reputation of both the USMC and the Toys for Tots Program.

It is the hard work of the Marines and many volunteers, combined with the incredible generosity of the American public as well as support from national and local partners that allows the Toys for Tots Program to help so many less fortunate children each year.

As a valued community partner integral to the success of our program, we appreciate your support greatly and offer this guide to help simplify your engagement with Toys for Tots.

Semper Fi!



Ted "Migs" Silvester

Colonel, UCMC (Ret)

Vice President Marketing & Development

Marine Toys for Tots Foundation



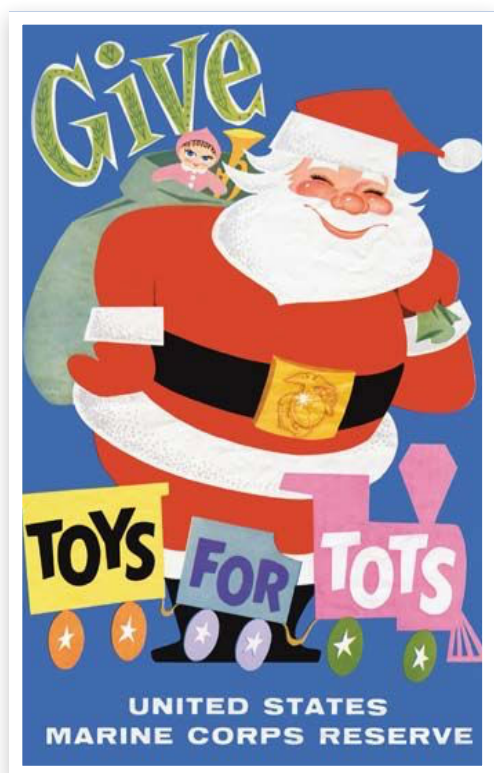
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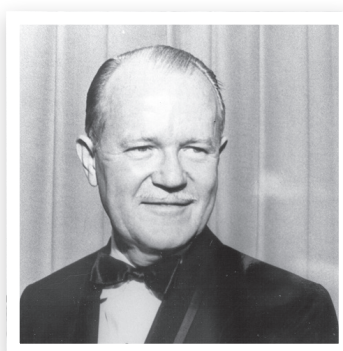


The Founder and Logo Creator

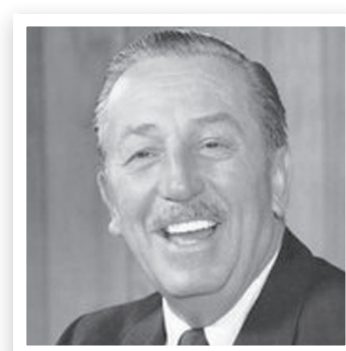
The Founder of Toys for Tots was the late Colonel William L. Hendricks, USMCR (Ret). In the middle of the 1940's, Bill Hendricks was the Director of Public Relations for Warner Brothers Studio and concurrently a Major in the Marine Corps Reserve. In the fall of 1947, Bill, with the assistance of members from his Marine Reserve unit, collected and distributed toys to the less fortunate children of Los Angeles, CA. Bill Hendricks' pilot project was such a success that the Marine Corps adopted it and expanded it nation-wide in 1948. As a personal friend and as a favor to Bill, Walt Disney designed the first Toys for Tots poster which included a miniature three-car train that was subsequently adopted as the Toys for Tots logo.



First Toys for Tots Poster
(Designed by Walt Disney)



Colonel William L. Hendricks
USMCR (Ret)



Walt Disney



Toys for Tots Official Logo

The Toys for Tots Name & Logo are registered trademarks

The Toys for Tots name and logo have been duly registered with the U.S. Patent and Trademark Office of the U.S. Department of Commerce (Name - Reg. No. 1,680,712; Logo – Reg. No. 1,929,756). Accordingly, no individual or organization can use either the Toys for Tots name or logo without the authorization of an approved local coordinator of the U.S. Marine Corps Reserve Toys for Tots Program or by a representative of the Marine Toys for Tots Foundation.












Identity Guidelines

In its 70-year history, Toys for Tots has become the country’s premiere children’s Christmastime charitable cause. The success of the program in the number of children supported year after year can be directly attributed to the generosity of the American public. The Toys for Tots logo and a U.S. Marine wearing his/her Dress Blue uniform is the face of the program and it is imperative that our name and reputation be maintained by the high standards the Marine Corps has lived up to for so long.

Because the Toys for Tots brand cannot be compromised, we have created this guide to assist your marketing initiatives that will preserve the integrity of our image. In an effort to ensure consistency and appropriate use, all materials that include a mention of the Toys for Tots name and/or logo must be shared with and approved by the Marine Toys for Tots Foundation for national use or by a local Toys for Tots Coordinator for local use.

Appropriate Logo Options

As the primary expression of the brand, it is important to ensure you are using the correct logo versions presented below. No product bearing the Toys for Tots name or logo shall be offered for sale and no marketing materials using the Toys for Tots name or logo shall be distributed until submitted to the Marine Toys for Tots Foundation for review and approval.

| | | |
|---|---|---|
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Download

You can download these logos by visting: www.toysfortots.org/promotional_media

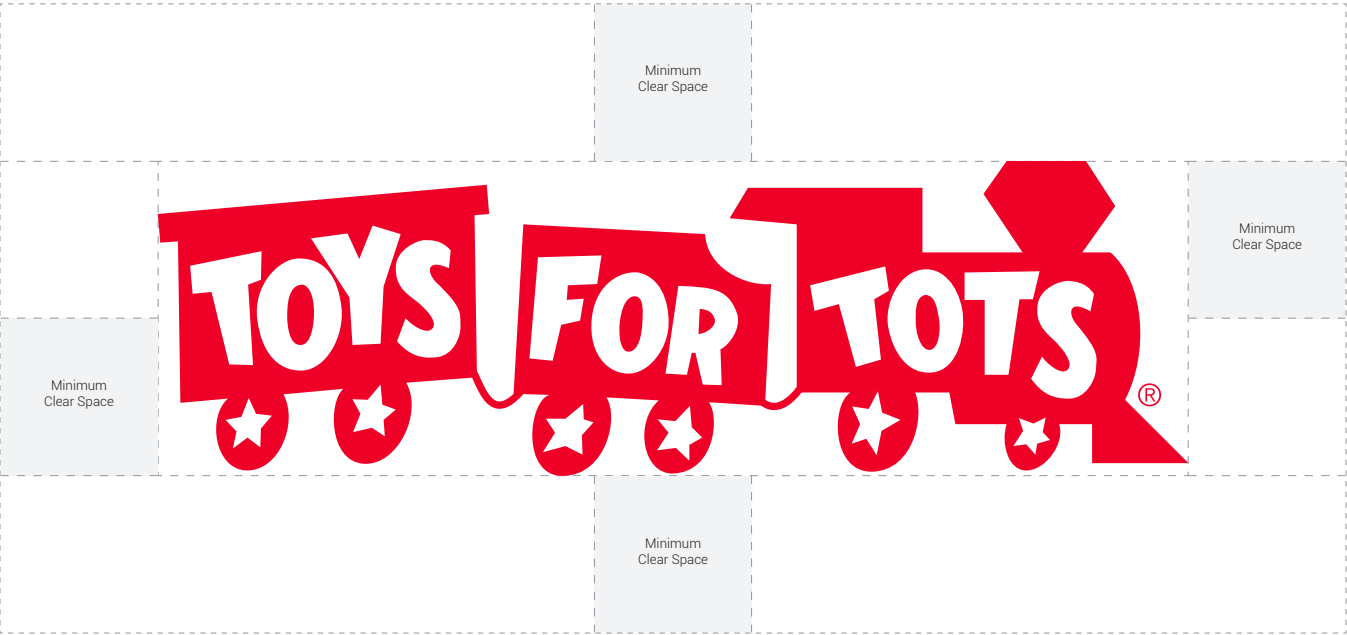



Brand Specifications

Using the Logo

The Marine Toys for Tots Foundation logo is one of our most visible and valuable assets. Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.


The minimum clear space for the Marine Toys for Tots Foundation logo is defined as half the height of the logo. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



 Minimum Clear Space = Half the Height of the Marine Toys for Tots Foundation Logo

PMS Color

The Marine Toys for Tots Foundation logo uses:

 Pantone 185



Logo Variations

Black and White Logo

The Marine Toys for Tots Foundation black and white logo can be used as a solid black logo against a solid white background. This version is typically used in black and white printing when color is not an option.



Minimum Clear Space = Half the Height of the Marine Toys for Tots Foundation Logo

Reversed Logo

The Marine Toys for Tots Foundation reversed logo can be used on solid black or colored backgrounds.



Minimum Clear Space = Half the Height of the Marine Toys for Tots Foundation Logo

Color Logo on Solid Background

The Marine Toys for Tots Foundation logo can be used on solid colored backgrounds if there is enough visual contrast. Letters and stars remain white.



Minimum Clear Space = Half the Height of the Marine Toys for Tots Foundation Logo



Other Official Logos

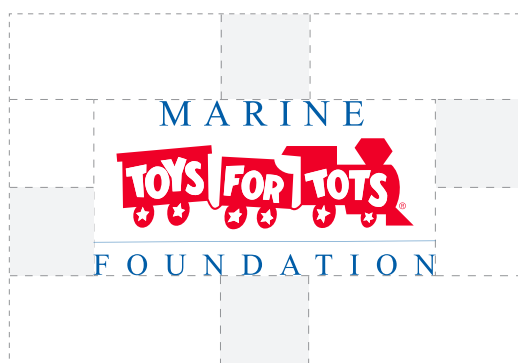
The minimum clear space for each of the logos below is defined as half the height of the logo. The clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

Marine Corps Reserve Toys for Tots



Minimum Clear Space = Half the Height of the Marine Corps Reserve Toys for Tots Logo

Marine Toys for Tots Foundation

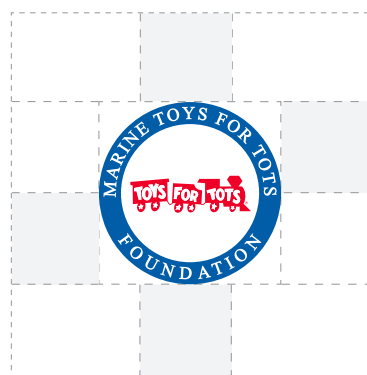


Toys for Tots Literacy Program



Minimum Clear Space = Half the Height of the Toys for Tots Literacy Program Logo

Marine Toys for Tots Foundation (alternate)



Minimum Clear Space = Half the Height of the Marine Toys for Tots Foundation Logo

File Format

The Foundation can provide logos in a variety of file formats.



The Toys for Tots Bear is an additional expression of the brand. Do not position the bear image over complicated backgrounds or competing elements and maintain the clear space rule defined below.

Toys for Tots Bear



Minimum Clear Space = 1/3 the width of the Marine Toys for Tots Bear

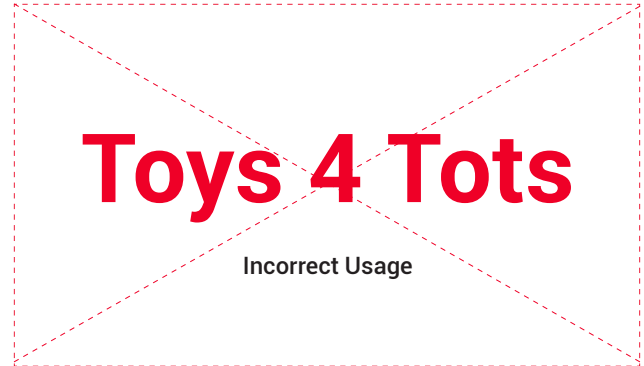
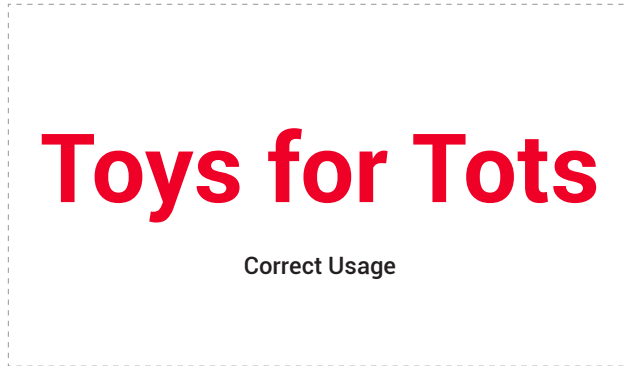
Toys for Tots Bear with Book



Minimum Clear Space = 1/3 the width of the Marine Toys for Tots Bear

Name Usage

When typed out in copy, Toys for Tots is presented in three words:



There are several options appropriate for referring to Toys for Tots

Toys for Tots

Marine Toys for Tots

Marine Corps Reserve Toys for Tots

U.S. Marine Corps Reserve Toys for Tots

Marine Toys for Tots Foundation

Toys for Tots Literacy Program

Toys for Tots Native American Program



Logo Misuse

Due to the broad range of application requirements, our logo is vulnerable to misuse. Many times, a well intentioned treatment of our logo can be categorized as misuse. This usually occurs simply due to lack of awareness of correct logo use standards. To help avoid misuse, do not modify or distort the logo and follow all guidelines provided in this guide and always use approved electronic artwork.

The uses shown below are all unacceptable treatments to the logo. Most questions about logo usage will be answered by reviewing the improper examples below.



Do not add additional trains or change the words in the trains



Do not change the shape of the train



Do not outline the logo



Do not use any alternate text or train



Do not incorporate the USMC Eagle Globe and Anchor logo
(Requires permission from HQMC)

Logo Approvals

Once the logo has been incorporated into your materials, please share the final creative with:

- Foundation Marketing staff for **Regional** or **National** use
- Your local Toys for Tots Coordinator for **local** use



External Communication

Marketing Support

While the Marine Toys for Tots Foundation maintains a minimal staff and is not well equipped to develop digital or print medium creatives for advertising, the Marketing Department is available to collaborate with you to develop measurable and actionable campaigns to meet your company's corporate social responsibility objectives. We can assist with cause marketing initiatives, trademark licensing, point-of-sale marketing, gift-in-kind, workplace giving, matching gift campaigns, service donations and fundraising / media events.

Request Process

To initiate a request using the Toys for Tots name and/or logo in an advertisement, simply contact a Foundation Marketing representative (contact info available at end of this guide).

Marketing Aides

Feel free to use our marketing materials in your creatives. Please visit our website www.toysfortots.org to download the Toys for Tots logo, our official poster as well as our public service announcement videos by selecting "Promotional Media" under the "About" tab.

Below are some commonly used marketing aides to assist with your advertising creatives which can be repurposed for your needs.

Toys for Tots Boiler Plate Narrative

Toys for Tots, a 70-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each Christmas holiday season. 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 Corps fulfilled the holiday hopes and dreams of 7 million less fortunate children in 792 communities nationwide. Since 1947 over 244 million children have been assisted. For more information, visit www.toysfortots.org.

"About" the Marine Corps Reserve Toys for Tots Program

Toys for Tots, a 70-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to less fortunate children during each Christmas holiday season. The toys, books and other gifts collected and distributed by Marines and volunteers offer these children recognition, confidence and a positive memory for a lifetime. We believe it is such experiences that help disadvantaged children become responsible citizens and caring members of their community. For more information, visit www.toysfortots.org.



"About" the Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation, an IRS recognized 501(c)(3) not-for-profit public charity, is the fundraising, funding and support organization for the U. S. Marine Corps Reserve Toys for Tots Program. The Foundation was created at the behest of the U. S. Marine Corps and provides support in accordance with a Memorandum of Understanding with the Commander, Marine Forces Reserve, who directs the U. S. Marine Corps Reserve Toys for Tots Program. The Foundation has supported Toys for Tots since 1991 and supplemented local campaigns with tens of millions of toys valued at hundreds of millions of dollars. For more information, visit www.toysfortots.org.

Quotes Available

To assist with marketing initiatives and/or announce partnerships, the Marine Toys for Tots Foundation will provide quotes for our national corporate partners upon request.

A National Corporate Partner of Toys for Tots is an organization making a minimum contribution:

- A cash contribution of \$5,000 up to \$24,999 recognized as a **National Corporate Donor**
- A cash contribution of \$25,000 or more recognized as a **National Corporate Sponsor**

Organizations making local contributions seeking a quote may contact their local Toys for Tots Representative.

Public Service Announcements

http://toysfortots.org/promotional_media/public_service_announcements/default.aspx



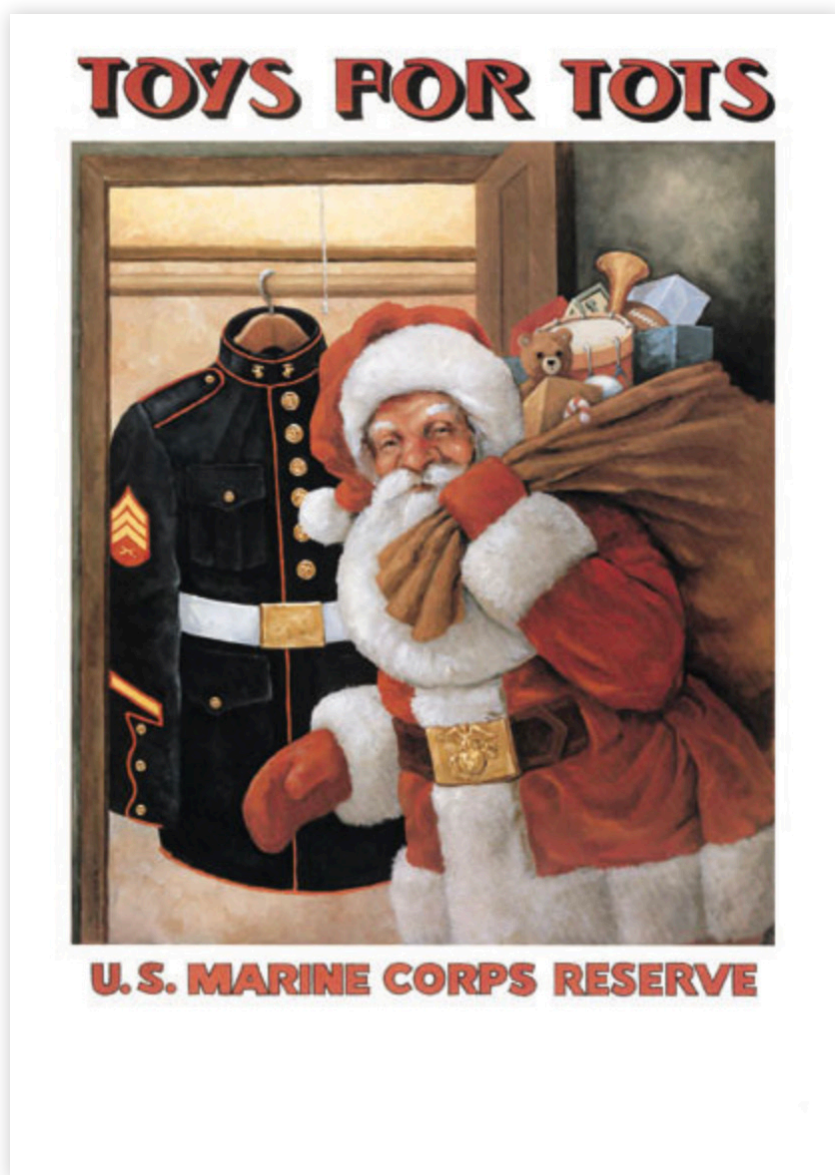
"Guard Duty"



"Christmas Morning"

Print Materials

https://toysfortots.org/promotional_media/promotional_posters/Default.aspx



U.S. Marine Corps Reserve Toys for Tots Official Poster



Toys for Tots Magazine Advertisement



Social Outreach for our National Partners

Your company featured on the Toys for Tots website receiving millions of hits in November and December

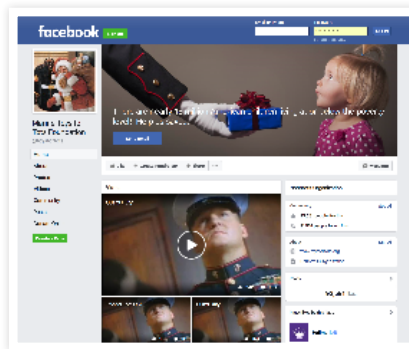
- Your logo posted on Toys for Tots website
- Given your own page with a link to your website
- Promote your campaign / charitable giving on our Promotions Page

Toys for Tots Social Media Promotion

- Toys for Tots will post your creatives on our **Facebook** and **Twitter** accounts
- Announce Partnership
- Promote your cause marketing campaign
- Highlight your charitable giving

Your company listed in Toys for Tots Publications

- Annual Report, Newsletters, etc



Marine Corps Reserve Toys for Tots Program

Toys for Tots, a 70-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to less fortunate children during each Christmas holiday season. The toys, books and other gifts collected and distributed by Marines and volunteers offer these children recognition, confidence and a positive memory for a lifetime. We believe it is such experiences that help disadvantaged children become responsible citizens and caring members of their community.

Each year, the Marine Corps fulfills the holiday hopes and dreams of an average of 7 million less fortunate children in nearly 800 communities nationwide. Since 1947 over 244 million children have been assisted. For more information, visit www.toysfortots.org.

Mission

The mission of the U. S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to less fortunate children in the community in which the campaign is conducted.

Goal

The primary goal of Toys for Tots is to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them in becoming responsible, productive, patriotic citizens.

Objectives

The objectives of Toys for Tots are to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources – our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future.

Activities

The principal Toys for Tots activity which takes place each year is the collection and distribution of toys in the communities in which a Marine Corps Reserve Unit is located. In communities without a Reserve Unit, the campaign can be conducted by a Marine Corps League Detachment or group of men and women, generally veteran Marines, authorized by Marine Toys for Tots Foundation to conduct a local Toys for Tots campaign. Local Toys for Tots Campaign Coordinators conduct an array of activities throughout the year, which include golf tournaments, foot races, bicycle races and other voluntary events designed to increase interest in Toys for Tots, and concurrently generate toys and monetary donations.



Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation, an IRS recognized 501(c)(3) not-for-profit public charity, is the fundraising, funding and support organization for the U. S. Marine Corps Reserve Toys for Tots Program. The Foundation was created at the behest of the U. S. Marine Corps and provides support in accordance with a Memorandum of Understanding with the Commander, Marine Forces Reserve, who directs the U. S. Marine Corps Reserve Toys for Tots Program. The Foundation has supported Toys for Tots since 1991 and supplemented local campaigns with tens of millions of toys valued at hundreds of millions of dollars.

Governance

The Marine Toys for Tots Foundation is governed by a board of directors, all of whom are successful business leaders from throughout the nation. All directors served as U. S. Marines. The Foundation's professional staff is headquartered in the Cooper Center, which is located just outside the main gate of Marine Corps Base, Quantico, about 35 miles south of Washington, DC.

Mission

The mission of Marine Toys for Tots Foundation is to assist the U. S. Marine Corps in providing a tangible sign of hope to economically disadvantaged children at Christmas. This assistance includes supporting the U. S. Marine Corps Reserve Toys for Tots Program by raising funds to provide toys to supplement the collections of local Toys for Tots campaigns, to provide promotional and support material and defray the costs of conducting annual Toys for Tots campaigns. Other Foundation support includes providing administrative, advisory, financial, logistical and promotional support to local Toys for Tots Coordinators; managing funds raised and monies donated based on the use of Toys for Tots name or logo; providing other support the Marine Corps, as a federal agency, cannot provide; and conducting public education and information programs about Toys for Tots that call the general public to action in support of this patriotic community action program.

Goal

The primary goal of the Foundation is the same as that of the overall Toys for Tots Program: i.e. – to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them into becoming responsible, productive, patriotic citizens.

Objectives

The objectives of the Foundation are the same as those of the overall Toys for Tots program: i.e. – to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources – our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to improving communities in the future.



Foundation Program Services

Toy Distribution

This is the process of obtaining and delivering toys to local Toys for Tots Coordinators and providing the support and assistance those Coordinators need to conduct effective toy collection and distribution campaigns in their communities. Toys are a combination of those purchased by the Foundation and those donated by corporations.

Support of Local Coordinators

This involves arranging the creation, publication, manufacture and delivery of an array of promotion and support materials to local Coordinators. It includes managing all financial matters for local Coordinators as well as updating and publishing a manual for the conduct of local programs. Concisely stated, this activity encompasses providing a wide range of support to nearly 800 local Toys for Tots Coordinators and their support groups. Today, there are nearly 40,000 Marines, Marine Corps League members, veteran Marines and volunteers involved in annual campaigns.

Education

The Foundation conducts an annual public information and education campaign. This activity is designed to give the general public a clear understanding of the benefits that accrue to individuals, communities and the nation from Toys for Tots. It increases visibility and name recognition, and calls for the general public support of Toys for Tots. The campaign includes distributing a series of news releases, distributing TV and radio public service announcements, publishing newsletters arranging media events and appearances, arranging for national corporations to incorporate information about Toys for Tots into their paid advertisements, conducting special events, maintaining a website and distributing educational material about Toys for Tots to the general public.

Foundation Support Services

Management and General Activities

This involves accomplishing the spectrum of business management activities necessary to make an organization efficient and effective and to ensure the program and the Foundation operate in compliance with IRS regulations, federal and state laws and charitable standards.

Fundraising

The Foundation pursues a range of fundraising projects each year. Projects include national corporate sponsors, a direct mail campaign, the Combined Federal Campaign, special events such as golf tournaments; and special projects such as "in memory of/in honor of" donations and internet donations.



Marine Toys for Tots Foundation Contacts

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Vice President, Marketing and Development
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Kelley Hardison

Deputy Vice President, Marketing
kelly.hardison@toysfortots.org
(703) 649-2034

How to find your local Toys for Tots Coordinator

- Visit our website at: www.toysfortots.org
- Click "Find Your Local Toys for Tots Program"
- Enter your state then enter your county
- That will take you to the local Toys for Tots Coordinator website serving that area. From there, you can then submit a request to:
 - Become a toy drop site
 - Offer pro-bono warehouse space
 - Provide vehicle support
 - Provide other support as requested by the local coordinator
- As a seasonal charity, our local Toys for Tots Coordinators and their websites are often inactive until the end of summer; however, Toys for Tots Foundation staff members are available year-round.

Additional Information can be found on our website

Website: www.toysfortots.org

Be sure to Like and Follow us on Facebook and Twitter

 Facebook: www.facebook.com/toysfortots

 Twitter: [@ToysForTots_USA](https://twitter.com/ToysForTots_USA)





MARINE TOYS FOR TOTS FOUNDATION

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