

Information Technology



Introductions

- ❖ Matthew McDonald
 - ❖ Director of Information Technology
- ❖ Steven Boone
 - ❖ IT Specialist



Training Materials

- ❖ <https://www.toysfortots.org/training>
- ❖ Local Website Control Panel
 - ❖ <https://lco-admin.toysfortots.org>
 - ❖ Secure Section – Annual Training



Information Technology

- ❖ We consume more technology every day
 - ❖ Jobs, Homes, Cars, Phones, Restaurants ...
- ❖ Technology is just one of the tools in your campaign toolbox
- ❖ A tool used properly, and within our abilities, can make our job easier



Technology Dependency

- ❖ Technology is not always the answer
 - ❖ More technology is not always better
 - ❖ Technology can create as many problems as it solves
- ❖ The latest technology is not always the best
 - ❖ Industry proven, Industry standards
 - ❖ We are not beta testers. We are not proof of concept.
- ❖ Marine Toys for Tots is about real people, it requires real people involvement. Be the biggest tool in your toolbox.



CyberSecurity

- ❖ Protect the image and brand of the Marine Corps and Marine Toys for Tots
- ❖ Protect your login credentials
- ❖ Only use trusted content
- ❖ Only use proven technology
 - ❖ Use of Third-Party technology requires Foundation approval
- ❖ If you are not sure, ask the Foundation first
- ❖ If it is not addressed in SOP, does not mean it is allowed
- ❖ K.I.S.S.
- ❖ Backup your data and content
- ❖ Marine Toys for Tots Privacy Policy ... our supporters trust us



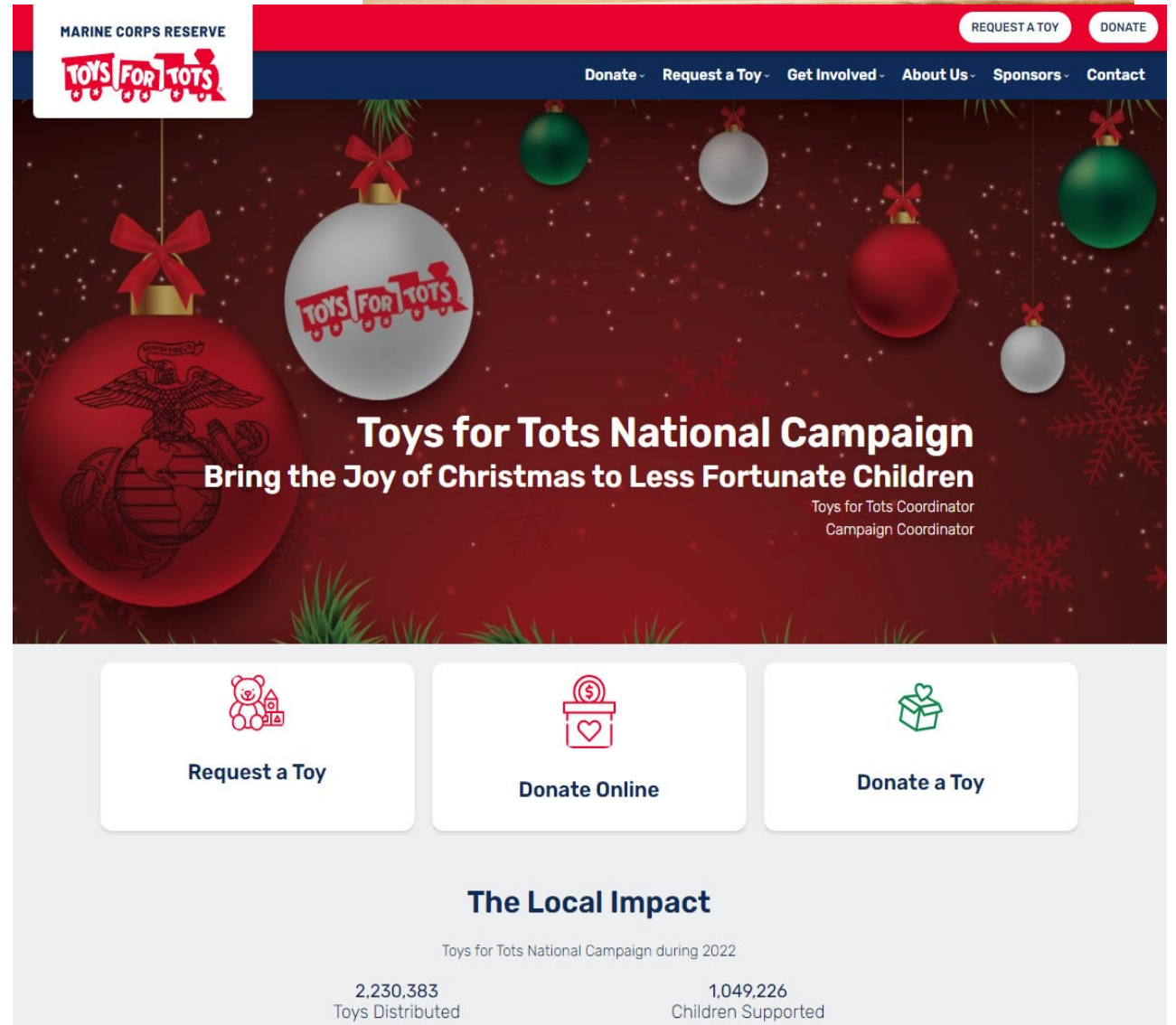
How Can Technology Help

- ❖ Connect with your local community
- ❖ Communicate with your local community
- ❖ Reduce the workload for you and your staff
- ❖ Streamline campaign processes
- ❖ Increase donations
- ❖ Connect with sponsors
- ❖ Connect with volunteers



Local Campaign Websites

- ❖ <https://campaign.toysfortots.org>
- ❖ <https://quantico-va.toysfortots.org>
- ❖ No "www"
- ❖ Your local website is likely to be the first contact and first impression of your campaign
- ❖ Establishes brand and image of Marine Toys for Tots
- ❖ Identifies you as an Official Marine Toys for Tots Local Campaign



Online Communication

- ❖ Your local campaign website should tell your local community ...
 - ❖ How to donate toys and dollars
 - ❖ How to request support – toy applications
 - ❖ How to volunteer support – Drop Sites, Volunteers, Events
- ❖ Post the answers and information to most frequent questions on your website to help reduce the number of phone calls and emails
- ❖ Campaigns required to have public phone and email on local websites
 - ❖ Assigned @toysfortots.org campaign email address



Local Online Donations

- ❖ Online Donations through your local website
- ❖ Crowdfunding / Peer-to-Peer
- ❖ Online Event Registration
- ❖ Mobile Donations
- ❖ QR Codes
- ❖ Transferred to local campaign account after processing by Foundation



QR Codes

- ❖ Local Website Home Page
- ❖ Local Website Desktop Donate
- ❖ Local Website Donate
- ❖ Generate QR Code
- ❖ Check them at the beginning of each campaign to confirm they are correct.

Local Campaign QR Codes

To PRINT or SAVE a QR Code below:

Right-Click on the QR Code Image and save it to your computer or

Right-Click on the QR Code Image and open the image in a new browser tab or window to save and print.

QR Code for the Home Page of Your Local Website:



QR Code for the DONATE LOCAL of Your Local Website:



QR Code for the MOBILE DONATE LOCAL of Your Local Website:

Use this QR Code to take mobile donations at events or out in the community. Print QR Code and let donors scan with their mobile device and make donation using their own device. Campaigns can scan QR Code with their own device(s) to bring up donation form and use to take donations for donors. All donations made through QR Code and the donation form will be designated for your campaign.



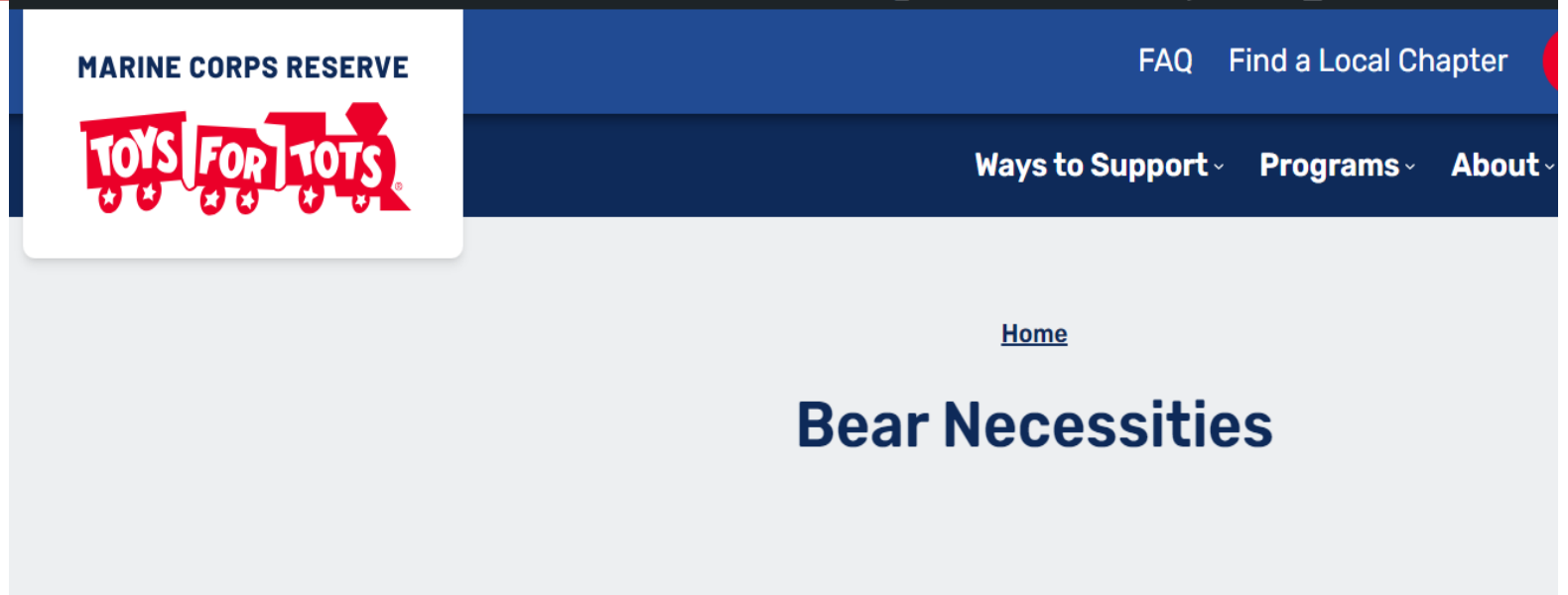
CREATE YOUR OWN QR CODE

Enter URL you want to generate a QR Code for:

GENERATE QR CODE

Online Knowledge Base

- ❖ <https://www.toysfortots.org/bear-necessities>
- ❖ Coordinator Roadmap Training
- ❖ Training Videos and Materials
- ❖ Public Assistance Materials



The Marine Toys for Tots Online Knowledge Base

We are pleased to provide our supporters with a new resource for assistance and answers to inquiries.

If you need additional assistance, please contact the [Foundation](#) or your [Local Marine Toys for Tots Campaign](#).

Please note that the Knowledge Base is a living environment. New



Local Campaign Office 365 Accounts & Email

- ❖ Office 365 Non-Profit Accounts
 - ❖ Reduced cost non-profit accounts
 - ❖ Reduced capabilities
 - ❖ No downloading or installing Office apps.
 - ❖ Can use online versions.
- ❖ *unitname.ST@toysfortots.org*
- ❖ One account per campaign
- ❖ MFA/2FA Authentication and Authenticator Apps
 - ❖ Coordinator Training Roadmap – Your Local Email
- ❖ Technical Support limited to Web Mail
 - ❖ <https://outlook.office.com/> or <https://office365.com>



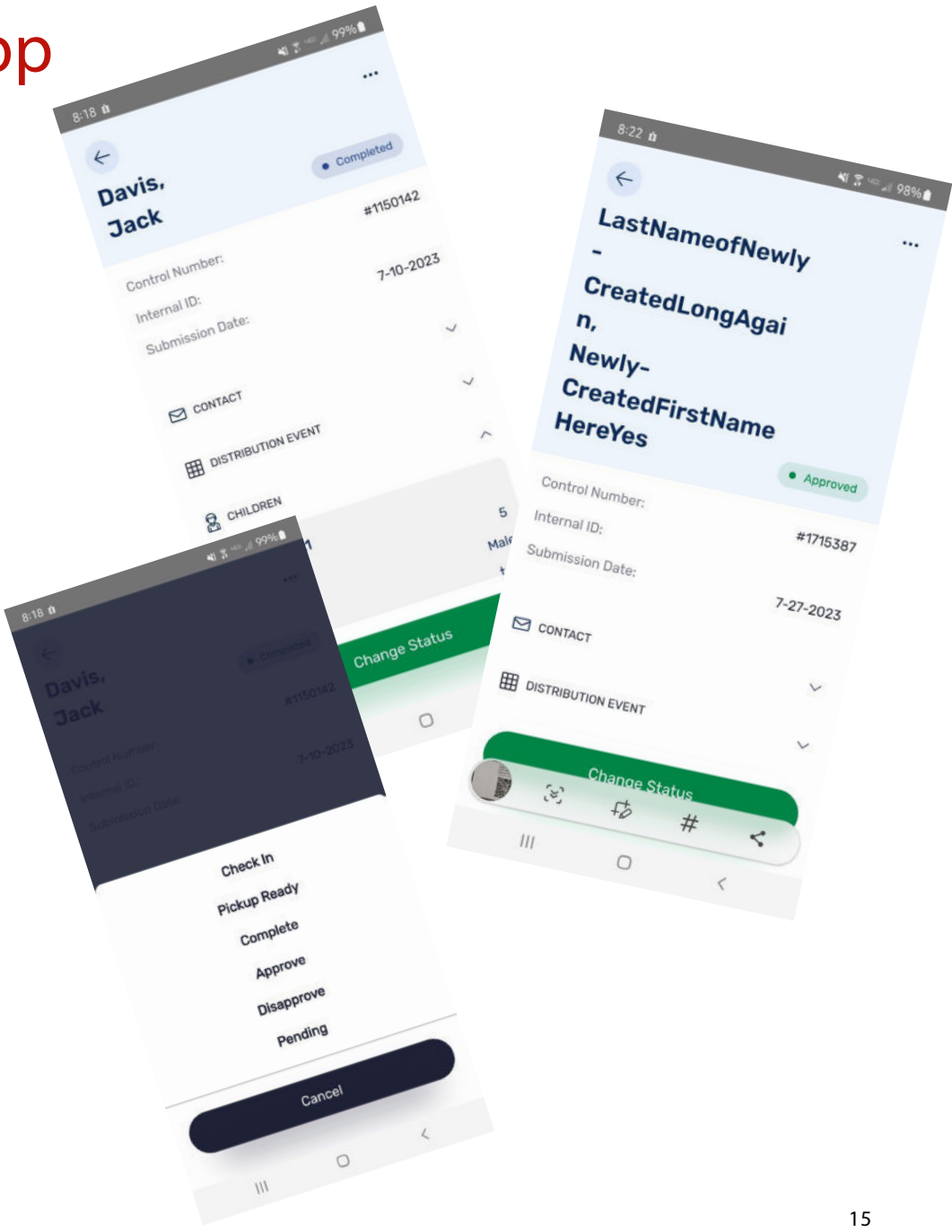
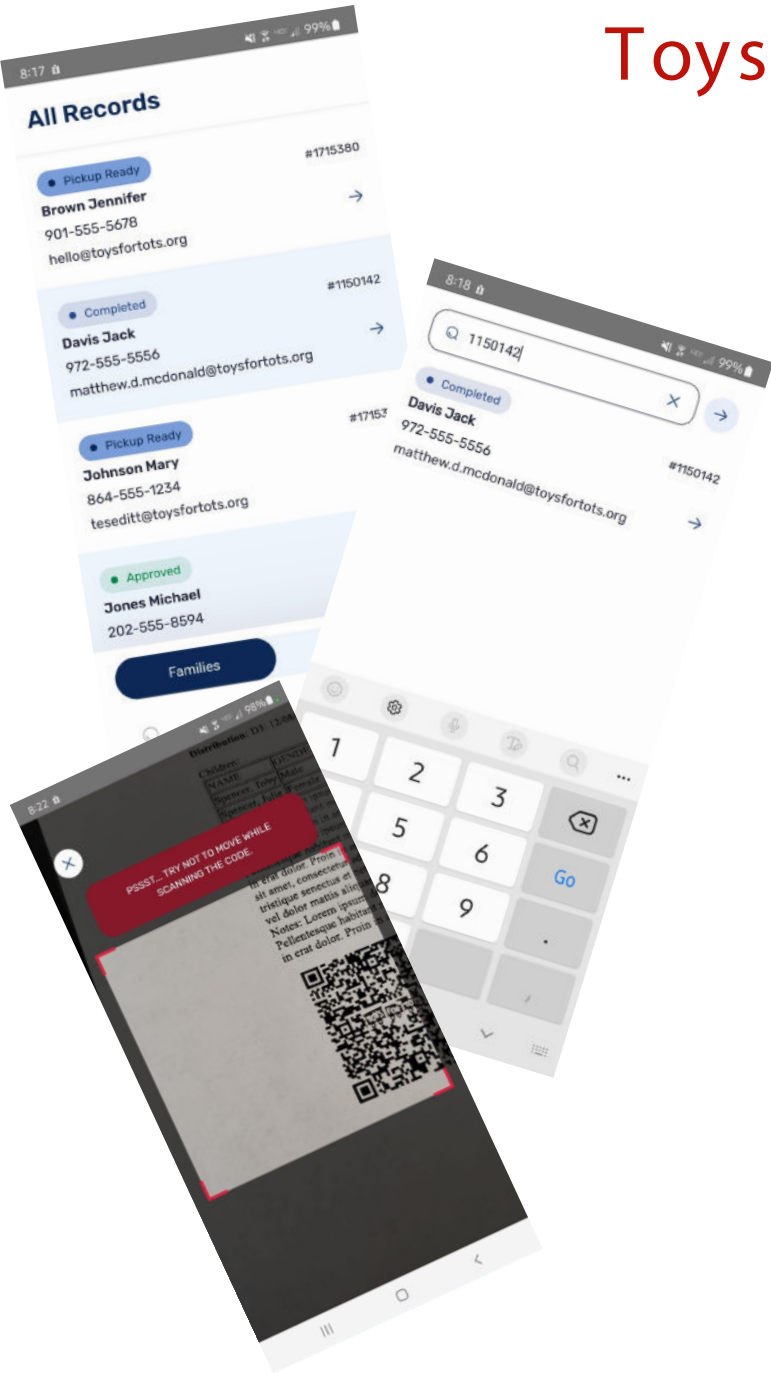
MARINE CORPS RESERVE



Toys for Tots App

Overview of v2 Features & 2025 Roadmap

Toys for Tots Mobile App

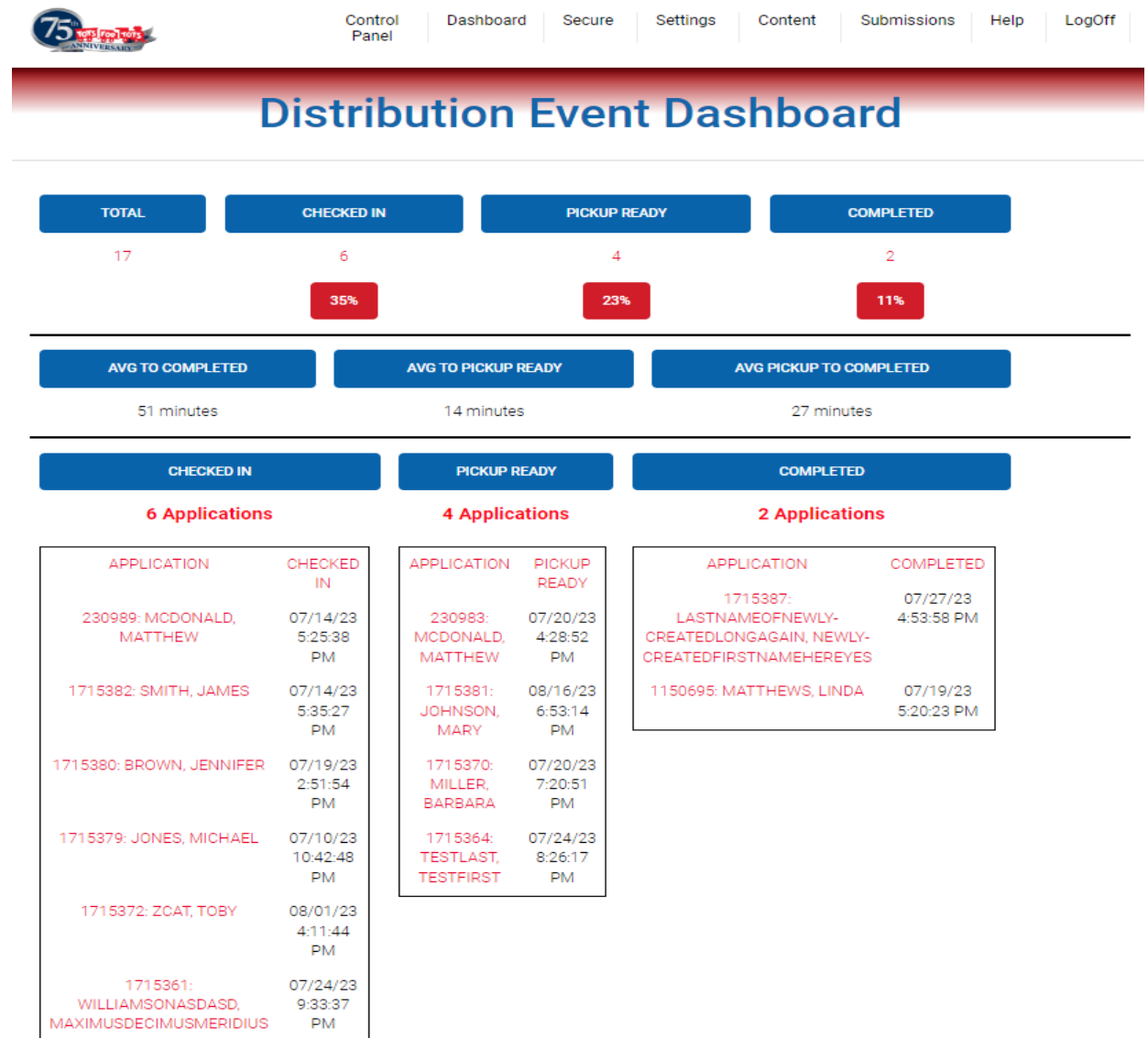


Mobile Distribution App Dashboard

❖ Available through Local Website

Control Panel (<https://lco-admin.toysfortots.org>)

❖ SUBMISSIONS – Distribution Events and Dates



What's New in V2?

Around
860
Campaigns

10M
Children served in 2023

To support this large-scale operation, we've developed **four key features** designed to enhance user engagement and streamline operations for coordinators.

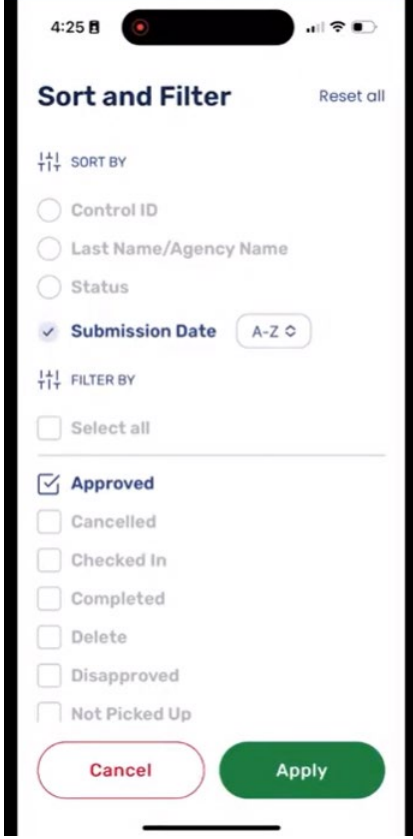
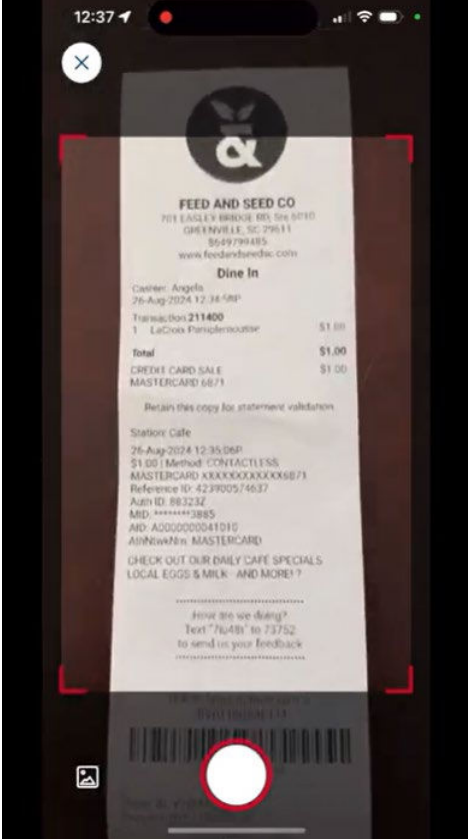
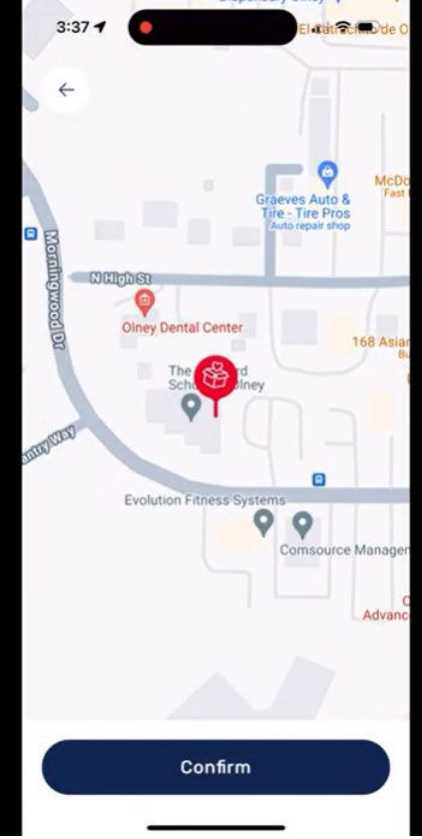
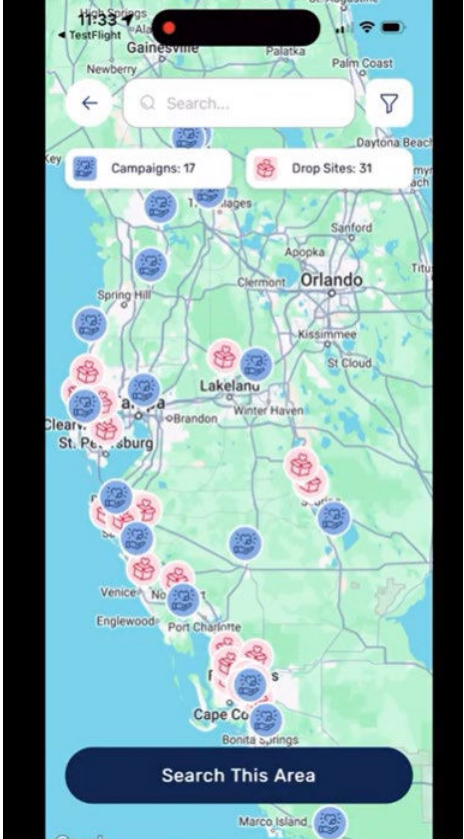
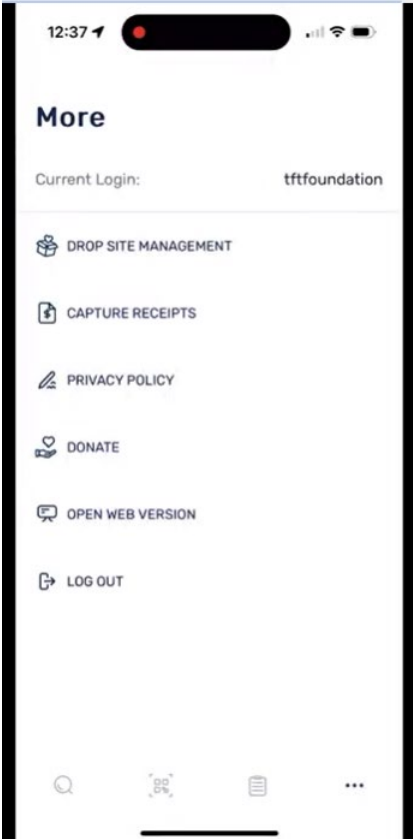
Our focus has been on improving the user experience with these key features:

1. **Public Map**
2. **Drop Site Management**
3. **Receipt Scanning**
4. **Applicant Filtering and Sorting**



With our broader public release, we set up **Google Analytics** tracking and made **backend upgrades** for the app.

2024 Mobile App Key Enhancements and Features



What Might Be Next?

Items under consideration for v3

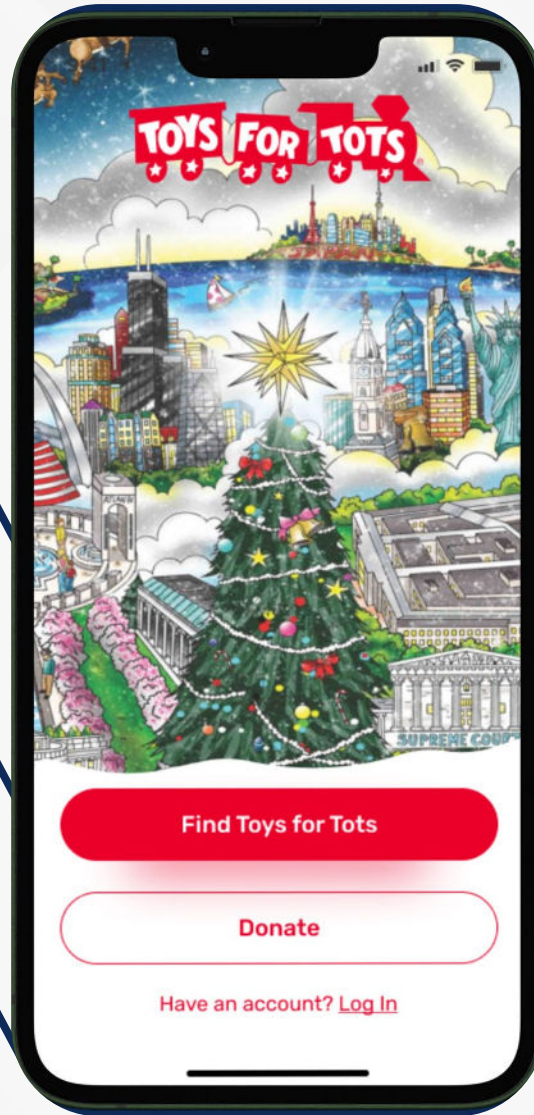
Push
Notifications



Apply for Toys



Apply as a
Drop Site



Distribution
Event Mgmt.
Dashboard



Drop Site
Sorting &
Filtering



...and more!

MARINE CORPS RESERVE



AI Proof of Concept

Deliver hope with artificial intelligence

The Problem: Overwhelmed Support Resources

During peak season

~5,500

inquiries/month

275 inquiries per
work day

Small dedicated
team to respond

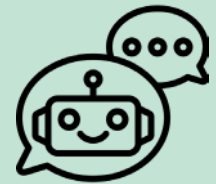


→ Instead, **everyone is fractional.**

Team members are pulled away from doing their best and most valuable work to respond to the same question again...and again...and again.

What Would Solve It?

An AI chatbot to answer the most common support inquiries.



The Proof of Concept

A customer service-oriented chatbot



1. Trained on real responses

Used specific, real-life historical scenarios so the chatbot learned to maintain the Toys for Tots brand voice in conversations.

2. Built with ChatGPT-4o

- a. The best of the best as of July 2024
- b. Provides the most compassion to users in tough situations
- c. Enables the biggest memory recall so it doesn't "lose the plot" of the conversation

Training Data - Historical Public Help Desk Inquiries

27,642 questions and responses in the training data
(September 6, 2023 to May 30, 2024)

46% of inquiries were in 4 categories

1. **How to get a toy** for your child (19% of total)

2. **Status** of the application (11%)

3. **How to contact** my local Toys for Tots unit (9%)

4. **How to become a drop off** site (7%)



What's Next: Another Chatbot?

New idea:
Campaign Coordinator Chatbot



Try It Yourself

<https://www.toysfortots.org/chat-with-us>

Mobile App V3 & Artificial Intelligence Help Desk Demonstrations

❖ Mobile App-AI Help Desk Training Demos



Local Website WordPress Migration

- ❖ Phased migration similar to phased implementation
 - ❖ National Site, Local Sites, Secure Section
- ❖ Spring 2025
 - ❖ Local Websites migration
 - ❖ Local Website Settings and Content
- ❖ Spring 2026
 - ❖ Secure Section migration



Technical Support

- ❖ <https://lco-admin.toysfortots.org>
- ❖ Control Panel Support Ticket System is best way to get assistance
 - ❖ Ticket System helps us manage and track support requests
 - ❖ Phone calls and messages can be missed or lost
 - ❖ Emails can be missed or lost
 - ❖ Favorite ticket ... "I have called and emailed you ..."
 - ❖ Support System Tickets are given priority
- ❖ Foundation IT Support Email:
 - ❖ itsupport@toysfortots.org

