



Welcome REGION 2!

A decorative sprig of green pine needles with red berries and two round Christmas ornaments (one red with white snowflakes, one green with white snowflakes) is positioned to the right of the text.

Day One | Breakout One





Region 2 Breakout | All Campaigns | Agenda

- Meet your Regional Campaign Manager
 - Your support & primary point of contact
- Requirements for being a Coordinator
- Role of being a Coordinator
- Areas of Coverage



Requirements for Being a Coordinator

- Contact Information:
 - Provide current phone, email & shipping address
- Inventory & Assets:
 - Verify carryover inventory & campaign assets annually
- Campaign Execution:
 - Fulfill all campaign responsibilities & admin requirements
- After Action Report (AAR):
 - Due no later than 15 January





Area of Coverage

- Focus on *manageable* area of coverage
- Brand new Campaigns:
 - Start small, i.e., one county
- Raise awareness & support within community
- Collaborate with local agencies & civic groups





Role & Responsibilities

- Represent with honor & integrity the USMC & Toys for Tots Program
- Uphold Toys for Tots mission & values
- Lead local operations well
- Be the visible leader in your community
- Ensure compliance with SOP guidelines





Internal Communication

- You are responsible for informing your team:
 - Share schedule of events, timelines & deadlines, Foundation policies, etc.
- Foundation:
 - Email:
 - *Preferred method of communication*
 - Include: Account Code | Your full name
 - Read entire email
 - Phone calls:
 - Do not call back-to-back
 - DO leave a detailed message
- Keep contact information up-to-date





External Communication

- Communicate clearly with donors, sponsors & recipients
- Respond promptly & meet obligations
- Maintain website
- Always say *thank you*





Community Engagement

- Engagement Strategies:
 - Encourage community action & involvement via local media outlets
 - Promote awareness with TFT materials
 - Support fundraising & toy collection
- Foundation vs. Community Support:
 - This is a Community Action Program: focus is to build community support; cannot rely on the Foundation to support the Campaign





Community Engagement

- Partnerships:
 - Collaborate with local nonprofits
 - Engage sponsors for events
 - Build long-term community support



Accountability & Compliance

- Submit reports & forms on time & with accuracy
- Upload legible, itemized receipts
- Maintain accurate inventory
- Follow the SOP





Processing Donations

- As an extension of the Foundation, you are expected to be a good manager of donor's money
- Donations: processed *at a minimum* weekly
 - Timely processing = repeat donors
- Donors' expectation: to be used to help children within their community



Mistakes with Deposits

- Avoid these common errors:
 - Missing items:
 - Checks, deposit slips
 - Checks not made payable to *Toys for Tots*
 - Extra items included:
 - Cash or coin
 - Receipts, letters, etc.





Online Financial Report

- Review *weekly*
- Track funds & ensure accuracy
- Watch for fraudulent charges
- Email RCM with any issues





Purchasing

- Foundation Program to Support ratio: 98 to 2
- Campaigns: 85% spent on toys
 - 15% on "other"
- Limit expenses
- Use donation's *wisely*
- Seek donated services & supplies





Authorized Expenses

- Warehouse or storage & utilities
- Campaign phone: Google Voice or Grasshopper
- Volunteer promotional wear
- Volunteer recognition: Kick-Off or Year End Thank You event
- Gas cards:
 - Must be specific fuel cards
 - Not Visa or Mastercard





Before Purchasing

1. Review the SOP:
 - Spending limits
 - Purchase Approval Form required?
2. Check your Online Financial Report:
 - Do you have enough funds?
3. “Other than Christmas” Activities & Events:
 - You *must* be able to provide during the Christmas season
 - Approval Form(s) required prior to
 - *Your community must be engaged & supporting*
 - Special Project forum will be *Saturday - 6:30pm - Regency EF*





Saying Thank You

- Budget!
- Use the Stair-Step Approach in the SOP:
 - Thank you
 - Certificate of Appreciation
 - Commander's Award
 - Lapel Pin
 - Iwo Jima Certificate by request





Unauthorized Expenses

- Purchase Approval Form required prior
 - Otherwise not permitted & reimbursement required
 - *Refer to the SOP's Reimbursement Policy*
- Assets
- Food & drink
- **Restricted** items: alcohol, tobacco products, lottery tickets, gift cards, clothes





Receipts

- Required for every transaction
- Due no later than 7 days from the post date
- Must be:
 - Legible & itemized
 - Match amount charged
 - Include the entire receipt, not a partial image or cropped section
- Log Book locks monthly on the 9th
- Lost receipt? Email RCM
- *Failure to submit receipts on time & accurately may result in suspension of your purchase card & could lead to additional disciplinary action – per the SOP*



Final Details for Order #114-9013466-709

[Print this page for your records.](#)

Order Placed: December 12, 2021
 Amazon.com order number: 114-9013466-709
 Order Total: \$31.53

Shipped on December 13, 2021

Items Ordered

1 of: 14PCS Bow Hair Ties Velvet Elastics Hair Bands for Thick Hair Bow Scrunchies Hair Rope Tie for Women Girls Elastics Hair Ribbon Long Hair Bow Ponytail Holder Accessories
 Sold by: Maylory Store ([seller profile](#))

Condition: New

Price

\$15.99

Shipping Address:

Shipping Speed:
 Prime Delivery

Shipped on December 14, 2021

Items Ordered

1 of: DEEKA 4 PCS 6" Large Velvet Bows Hair Clips Barrettes Hair Accessories for Women and Girls
 Sold by: DEEKA ([seller profile](#))

Condition: New

Price

\$13.95

7-8699

Shipping Speed:
 FREE Prime Delivery

Payment information

Payment Method:
 Visa ending in

Billing address

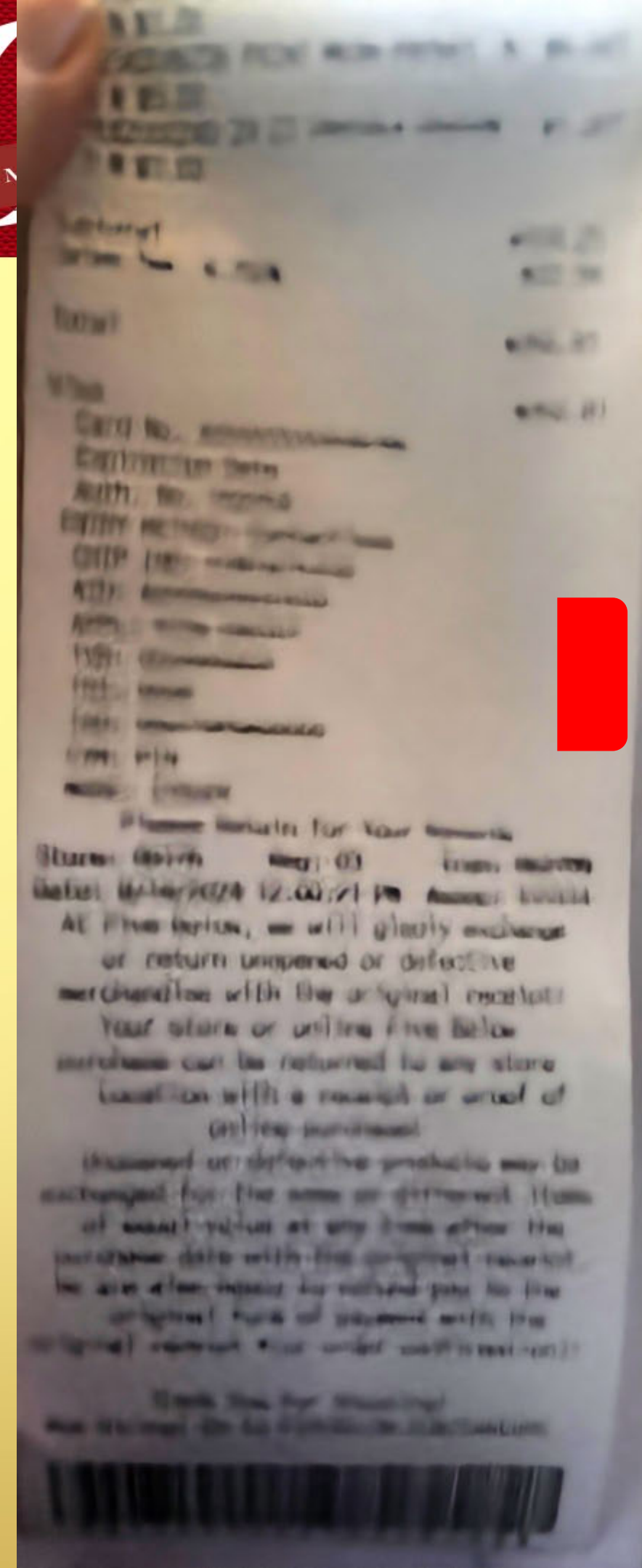
Item(s) Subtotal: \$29.94
 Shipping & Handling: \$0.00

Total before tax: \$29.94
 Estimated tax to be collected: \$1.59

Grand Total: \$31.53

Credit Card transactions

Visa ending in : December 14, 2021: \$31.53

To view the status of your order, return to [Order Summary](#).



Welcome REGION 2!



Day One | Breakout Two





LCO's Only | Agenda

- Coordinator Requirements
- Supplemental Toys
- Supporting Organizations
- Agencies vs Individuals
- Partnerships in the Community



LCO Coordinator Requirements

- Application: required annually
- Background Check: every five years
- PathWright Training: every 5 years
- In person Training attendance: every 5 years





1st Supplemental Toy Shipment

- Children 0-3 and 9+
- Determining Factors:
 - Previous year's inventory, funds & children assisted:
 - 35% or more in inventory of what was distributed in 2024
 - 125% or more above the cost of the package price in your OFR
 - Distributed 3 or more toys per child





2nd Supplemental Toy Shipment

- Form opens Monday after Thanksgiving
- Questions we'll have for you:
 - Have you reached out to the media?
 - Do you have funds in your account?
 - Have you closed your registration?
- Required information:
 - Breakdown of age / gender / totals
 - Date of distribution
 - Delivery estimation: 5-7 days
- Supplemental toys are automatically entered on your AAR



Campaign Operations

- Distribution Models:
 - Agencies: streamlined, bulk distribution
 - Individuals: direct community impact
 - Both approaches have benefits





Partnerships

- **Community Action Program!**
- Relationships make the campaign
 - Partner with local businesses, civic groups & media
 - Say *thank you* often
 - Build & strengthen community trust
 - Leverage diverse partnerships
- How do you initiate contact?



Veteran Coordinator Advice

- Be flexible & resourceful
- *Remember the mission*
- Ask for help
- Any tips for avoiding common pitfalls?
- What do you wish you knew the 1st year?



Frequently Asked Questions

- What if a sponsor requests a Marine?
- How do you recruit volunteers?
- How to manage large community needs?
- Best practices for agency partnerships?





Together, We Bring the Joy of Christmas!

- Lead with pride: representing the USMC & the Program
- Engage your community: build partnerships & inspire support
- Communicate clearly
- Be accountable: handle funds & toys with integrity
- Your leaderships changes lives
- Let's make this Campaign unforgettable!





Recognition Dinner

- 7:00pm
- Regency CD
- Show support & let's celebrate!



Head over to The Arch for the group Photo!

