



# Welcome REGION 3!

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

Day One | Breakout One





# Regional Breakout / All Units

- Meet your Regional Campaign Manager – Brianna Roberts
  - I am your point of contact for support and questions
- Coordinator Requirements
- Role of the Toys for Tots Coordinator
- Areas of Responsibility





# Coordinator Requirements



- Initial Paperwork
- Addresses
- Inventory & Assets
- Campaign Execution
- After Action Report (AAR)







# Coordinator Role & Responsibilities

- Represent U.S. Marine Corps & Toys of Tots Foundation
- Mission & values
- Lead local chapter operations
- Be the visible leader in your community
- Ensure compliance with SOP guidelines

*Service to others is the rent you pay for your room here on Earth*  
**MUHAMMAD ALI**







# Areas of Responsibility

- What is your manageable AOR
- Kicking off a brand-new chapter
- Community awareness & support
- Collaboration – like minded groups





# Internal Communication



- Keep your team updated
  - Share schedule of events, timelines & deadlines
- Foundation
  - Phone calls- leave a detailed message
  - Emails – read entire message
  - Subject line reference
    - TFT/Account Code
  - Updated contact information





# External Communication

- Communicate clearly with donors & sponsors
- Respond promptly & meet obligations
- Maintain updated website / dashboard
- Always say "***Thank you***"





# Community Engagement

- Engagement Strategies
  - Encourage community action & involvement
  - Promote awareness
  - Support fundraising & toy collection
- Foundation vs. Community support
  - Remember this is a Community Action-based program — the focus should be on building community support, not relying 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 paperwork on time
- Upload legible, itemized receipts
- Maintain accurate inventory
- Follow SOP guidelines





# Fund Handling

- Be a good manager of donor's money
- Donations must be processed at a minimum- weekly
- Donors expect that their donations are being utilized to help the children in need in their communities
- Proper & timely processing = repeat donors
- Avoid common errors with checks & receipts





# Fund Handling



- Common deposit errors
  - Missing items from deposit envelope
  - Payable to Toys for Tots
  - Cash & coins
  - Extra items





# Purchasing



- Foundation spending ratio: 98 / 2
- Local chapters: 85 / 15
- Use donations wisely
- Seek donated services & supplies







# 85% Toys... but The Other 15%

## Appropriate Expenses – Quick Reference

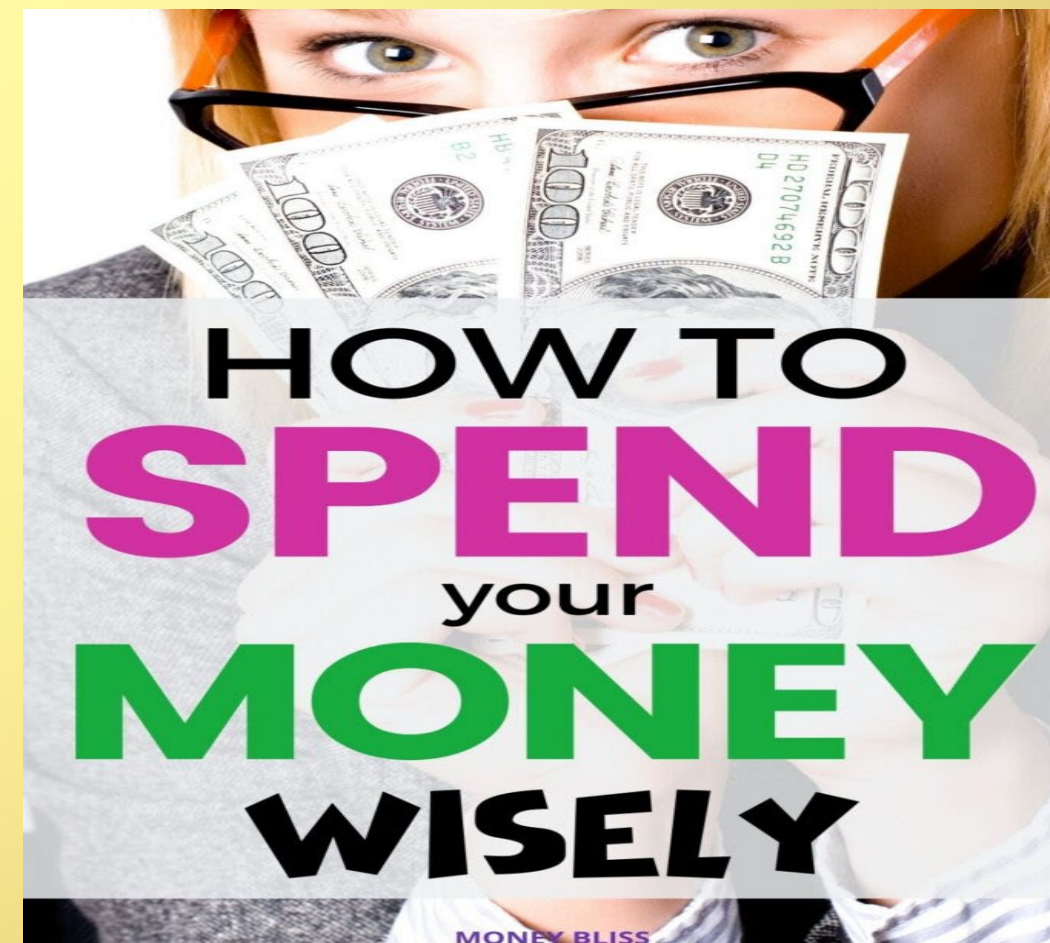
- Warehouse/Storage
- Utilities & Deposits
- Events
- Campaign Phone
- Volunteer ID Items / recognition: refer to SOP
- Volunteer recognition: Kick-off event or Year End Thank You Dinner
- Budgeting: Stair-Step Approach





# Purchasing

- Preparing to purchase
  - Review Online Financial Report
  - Review spending limits
  - IS prior approval required?
    - Large dollar items
    - Outside of the campaign season



Special Project forum will be Saturday at 6:30pm in Regency EF.







# Purchasing

- Preparing to purchase
  - Purchase Approval Form #6 Secure Section

**Purchase Approval Form**

PLEASE COMPLETE THE FOLLOWING FORM FOR PURCHASES REQUIRING APPROVAL ACCORDING TO THE SOP.

UNIT NAME: TRIANGLE VA

UNIT CODE: DUMMIE

ITEM:

QUANTITY:

PRICE: \$

PURCHASING TOYS FOR AN INDIVIDUAL:

No

PURCHASING TOYS FOR AN AGENCY:

No

OTHER PURCHASE:

No

FOR THE PURPOSE OF:

Submit CANCEL





# Online Financial Report

- Review OFR regularly
- Track funds & ensure accuracy
- Watch for fraudulent charges
- Contact RCM for any issues





# Inappropriate Expenses



The following items are **not permitted**

- Assets –What is it?
- Office Equipment
- Clothing or apparel for distribution
- Restricted Goods: Alcohol, tobacco products, or lottery tickets
- Unapproved Food Purchases
- Gift Cards: Prohibited in all forms





# Receipts

- Upload receipts within 7 days
- Receipts must be legible & itemized
- Monthly close out - 9<sup>th</sup> of each month
- Avoid common errors
  - wrong / missing receipts
- Lost receipts – contact RCM



THE  
IMPORTANCE  
OF RECEIPT  
MANAGEMENT







Day One | Breakout Two





# LCO Breakout

- Coordinator requirements
- Supplemental toys
- Supporting organizations
- Agencies vs Individuals
- Partnerships in the community





# LCO Coordinator Requirements

- Annual Application
- Background Check
- Training Participation
- Loyalty, integrity, & professionalism



*I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.*

MAYA ANGELOU







# 1<sup>st</sup> Supplemental Toy Shipment

- What will I receive
  - Toys focused on historical data from previous years 2nd supplemental requests
- Who will not receive
  - Chapters that meet the below criteria
    - 35% or more in inventory of what was distributed in 2024
    - 125% or more above the cost of the package price
    - Provided more than 3 toys per child
- How is received amount determined
  - Extra Small - 0-999
  - Small - 1,000-2,499
  - Medium - 2,500-7,499
  - Large - 7,500-19,999
  - Extra Large - 20,000-49,999
  - Double Extra-Large - 50,000+







## 2<sup>nd</sup> Supplemental Toy Shipment

- Requests open Monday after Thanksgiving
  - Have you reached out to the media?
  - Do you have funds in your account?
  - Have you closed your registration?
- Must have breakdown of age/gender/totals
- Date of distribution
  - Requires 5–7-day
- Secure section #11
- Supplemental toys are automatically entered on AAR





# Campaign Operations

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





# Partnerships

- Relationships make the campaign
  - Partner with local businesses, civic groups, and media
  - Say Thank You often
  - Build community trust
  - Strengthen long-term community support
  - Leverage diverse partnerships
  - Initial form of communication
    - Email / In person / Phone call
    - Most effective?





# Veteran Coordinator Advice

- Be flexible & resourceful
- Remember the mission
- Ask for help
- Tips for avoiding common pitfalls
- What do you wish you knew the 1<sup>st</sup> year?



*Life's most persistent and urgent question is, 'What are you doing for others?'*  
**MARTIN LUTHER KING, JR.**





# 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 – represent the Marine Corps & TFT mission
- Engage your community – build partnerships & inspire support
- Communicate clearly – with your team, donors, sponsors, and recipients
- Be accountable – handle funds & toys with integrity
- Your leadership changes lives!
- Let's make this campaign unforgettable.





# Recognition Dinner

- 7:00 pm
- Regency CD
- Show Support
- Let's Celebrate





**Let's head out for our group Photo!!!**

