Marine Toys for Tots Information Technology

Introducing the Elves

- Matthew McDonald
  - Director of Information Technology
- Steven Boone
  - IT Specialist
- Kristen Shaw
  - Education and Training
- Honorary Elves
  - Hyatt Staff – Amey and Team
  - Encore Staff – Devin, Elson, & Team
  - Cvent - Kiara

Meet The Elves

- I.T. is IT Panel Discussion
  - Saturday 1300 – 1600
- I.T. Q&A
  - Saturday 1830 Grand FGH
- RED bar pool table

Training Materials

- Bear Necessities Online Knowledge Base
  - https://www.toysfortots.org/bear-necessities/
  - Coordinator Training Roadmap
  - Pathwright Online Coordinator Course
- Annual Training Materials
  - https://www.toysfortots.org/training
- Local Website Control Panel
  - https://lco-admin.toysfortots.org
  - Secure Section – Annual Training

Information Technology

- We ALL consume more and more technology every day
  - Jobs, Homes, Cars, Phones, Restaurants, Finances …
- Technology is just one of the tools in your local chapter 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 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

Artificial Intelligence

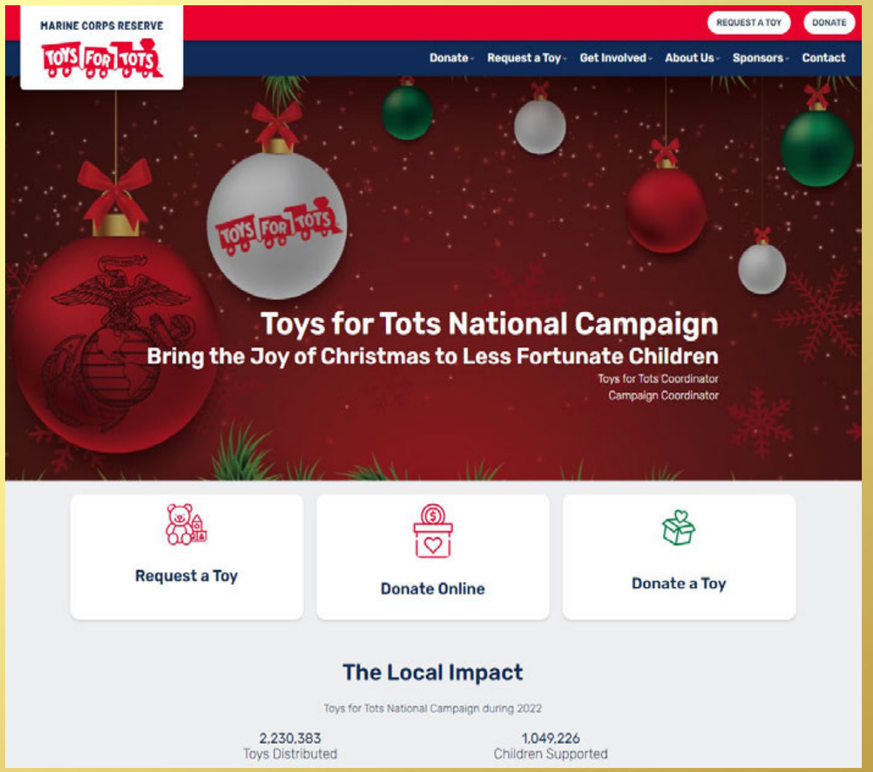
- Genie is out of the bottle.
- In 2024 The Foundation executed a Proof of Concept for an AI Help Desk Chatbot.
  - https://www.toysfortots.org/chat-with-us/
  - Results indicate that an AI Help Desk could deliver the Toys for Tots community with effective support with a human experience.
- People continue to trend towards more mobility and more “Personal Automation”. Not necessarily a good thing.
- AI Technology still very expensive
- The Foundation will continue to monitor the still immature and quickly evolving Artificial Intelligence landscape.

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 Chapter 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 Chapter
- Local Website Analytics
  - Over 90% of active toysfortots.org visitors are on local websites
  - Over 80% of toysfortots.org web views are on the local websites.
  - 85% during October 1 to December 31



Just the Facts

- 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 Chapter Email

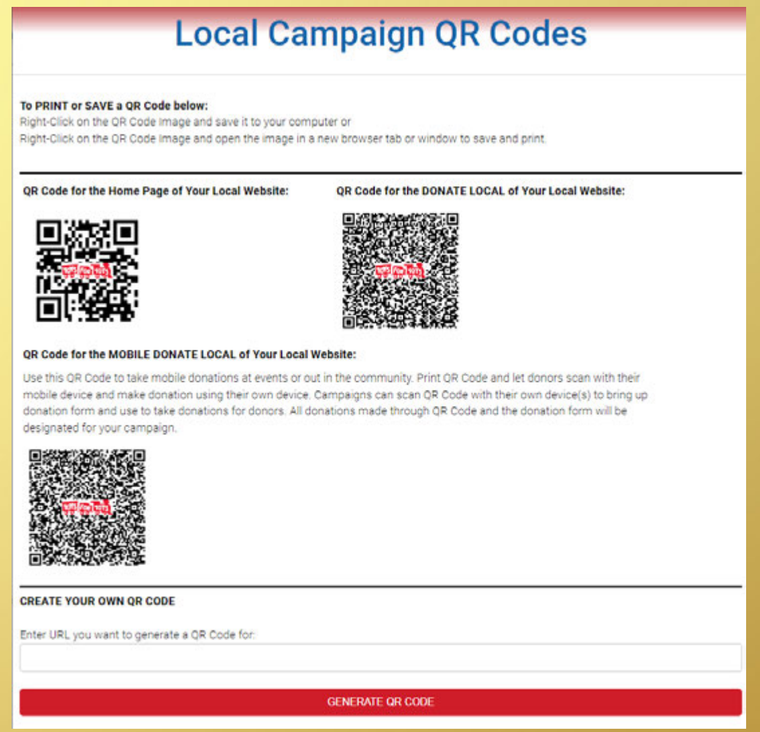
- Office 365 Non-Profit Accounts
  - Reduced cost non-profit accounts
  - Reduced capabilities
    - No downloading or installing Office apps.
    - Can use online versions.
- ***unitname.ST***@toysfortots.org
- One account per campaign
- MFA/2FA Authentication and Authenticator Apps
  - Mandatory Industry Standard
  - Coordinator Training Roadmap – Your Local Email
- Technical Support limited to Web Mail
  - https://outlook.office.com/ or https://office365.com
- Foundation and IT3Tek administer O365

Local Online Donations

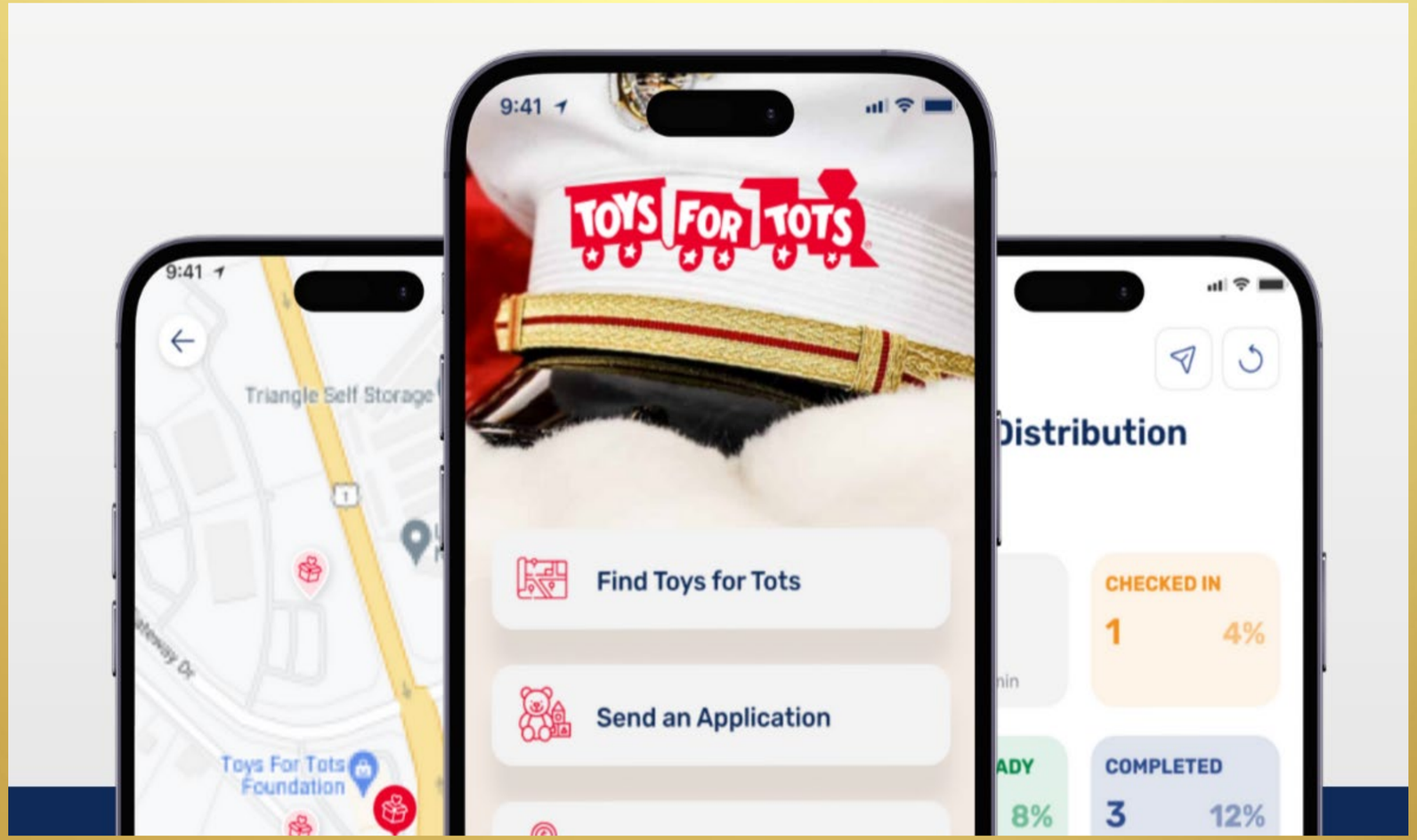
- Bonterra EveryAction Donation Platform
- Online Donations through your local website
  - Local Donation URL has Local Chapter flags for each chapter to ensure donation goes to local chapter.
- Crowdfunding / Peer-to-Peer
  - DonorDrive in 2026
- Online Event Registration
- Mobile Donations
- QR Codes
- Transferred to local campaign account after processing by Foundation.
  - Frequency dependent on season

Local Chapter QR Codes

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



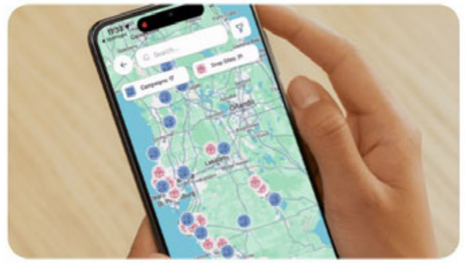
Official Toys for Tots Mobile App (DogTown Media)



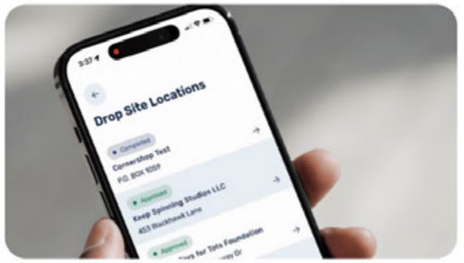
2025 Annual Training Badge

- Cvent
- Custom Design Badge Holder and Nametag
- Attendance Scanning
- Badge Design Donated by: ***DogTown Media***
- Cvent to highlight to other clients

Key Features Introduced in 2024

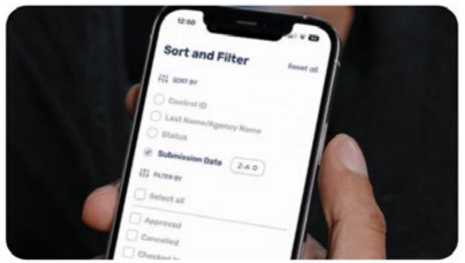


Public Map



Drop Site Management

Receipt Scanning



Applicant Filtering and Sorting

2025 Development

What we

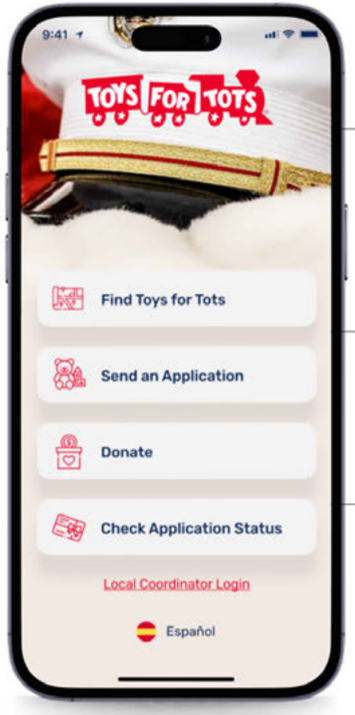
Promised

Public-facing

- Empower the public to see their own status
- Make applying for toys easier
- Make applying to host a drop site easier

Coordinator-facing

- See important campaign-level info quickly
- Track the progress of distribution events
- Manage the influx of drop site applications



Apply for Toys for Tots

- Applicant Status Lookup
- Apply for Toys (Family or Agency)
- Apply as a Drop Site

Dashboards

- Campaign Overview
- Distribution Event Dashboard

Information Management

- Drop Site Sorting & Filtering

2025 Delivered

What we

Accomplished

Public-facing

- Empower the public to see their own status
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Coordinator-facing

- See important campaign-level info quickly
- Track the progress of distribution events
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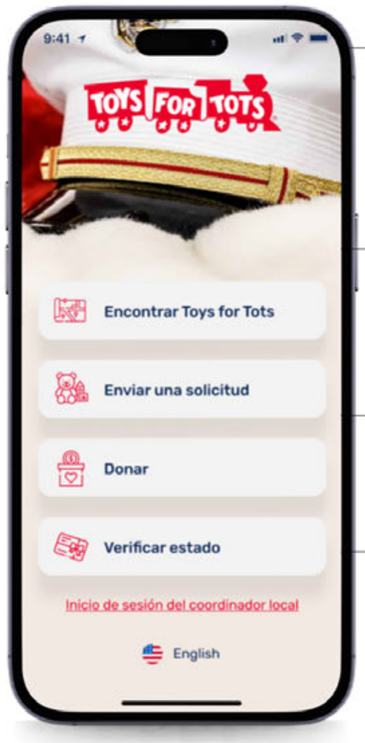

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Information Management

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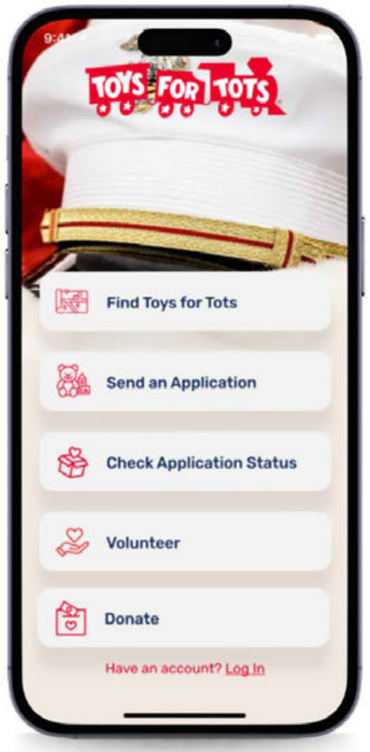
Extra Features Developed

- **Spanish language support**
- **Foundation push notifications**
- **Sending and receiving text updates**
- **Enhanced password security**

- Increase Public Engagement
- Empower Local Chapters

2026 Potential



What

Might Be...

Coordinator-Facing

- Manage Volunteers
- Track & Manage Inventory
- Submit After Action Report

Public-Facing

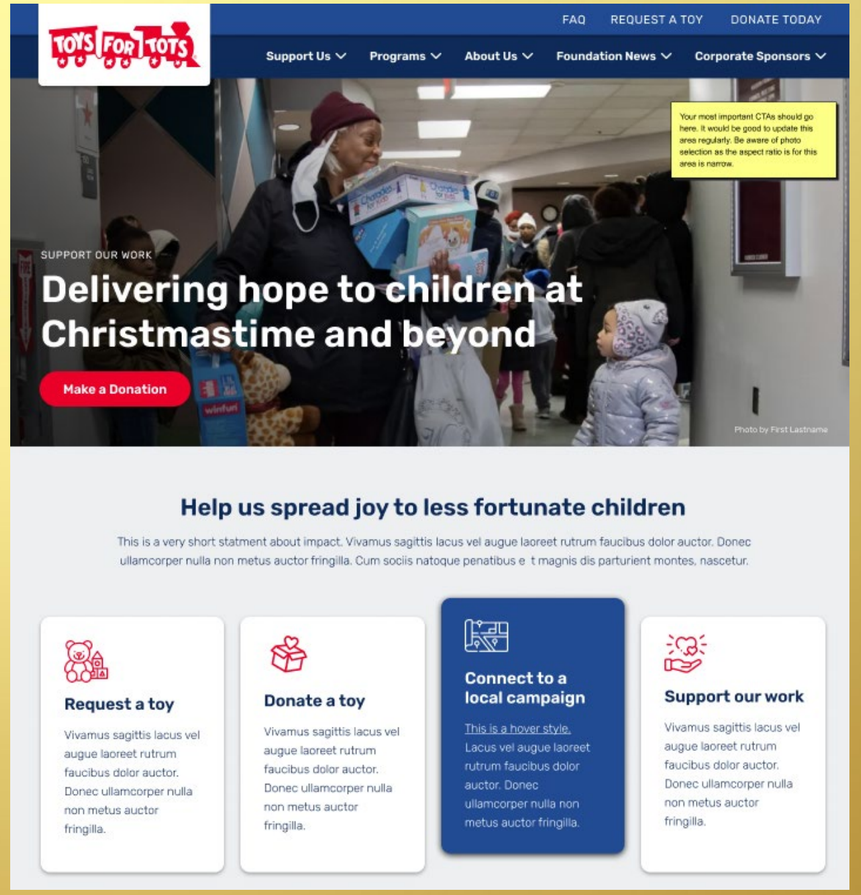
- Apply to Volunteer
- Increase donation opportunities

Local Website WordPress Migration (CornerShop)

National Website WordPress Evolution

2010

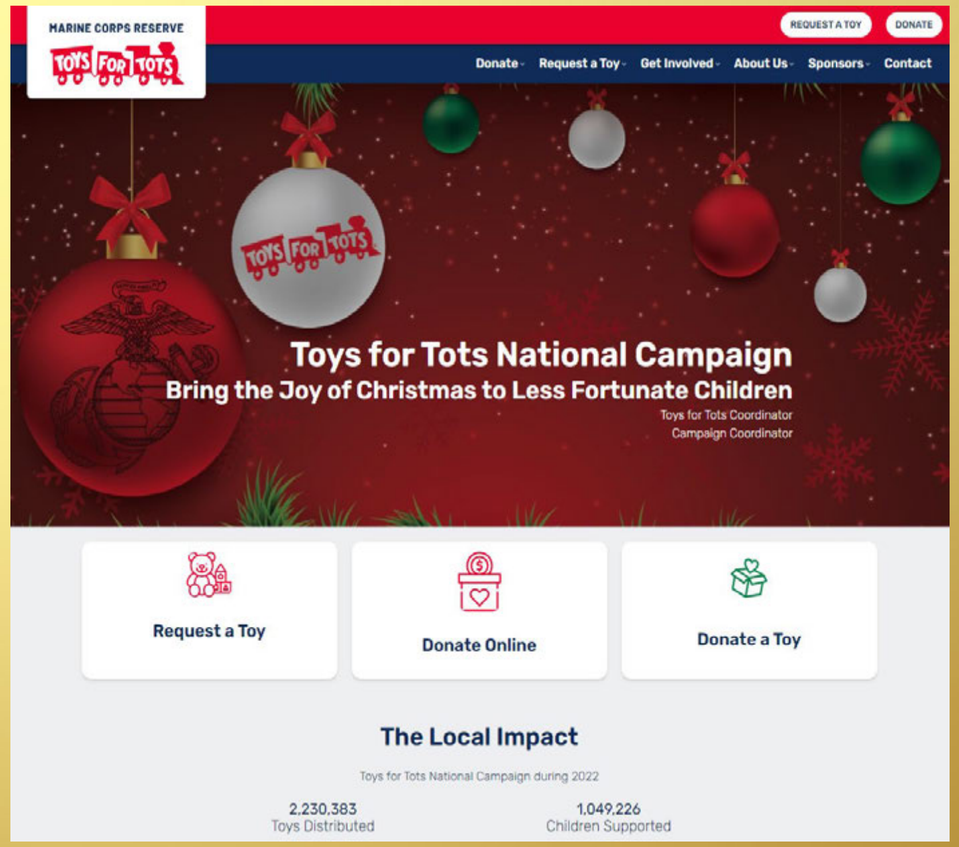
2023 (by CornerShop)



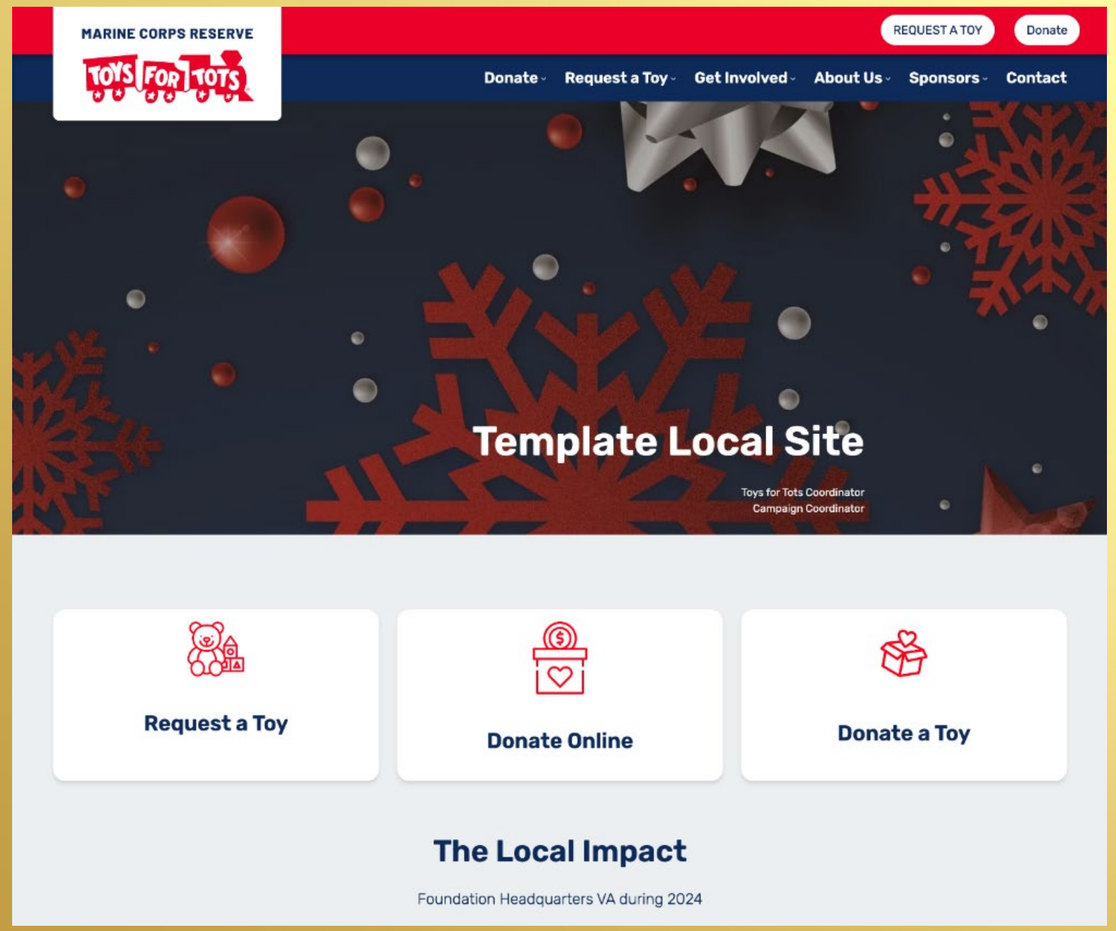
Local Website Evolution

2010

Present (by CornerShop)

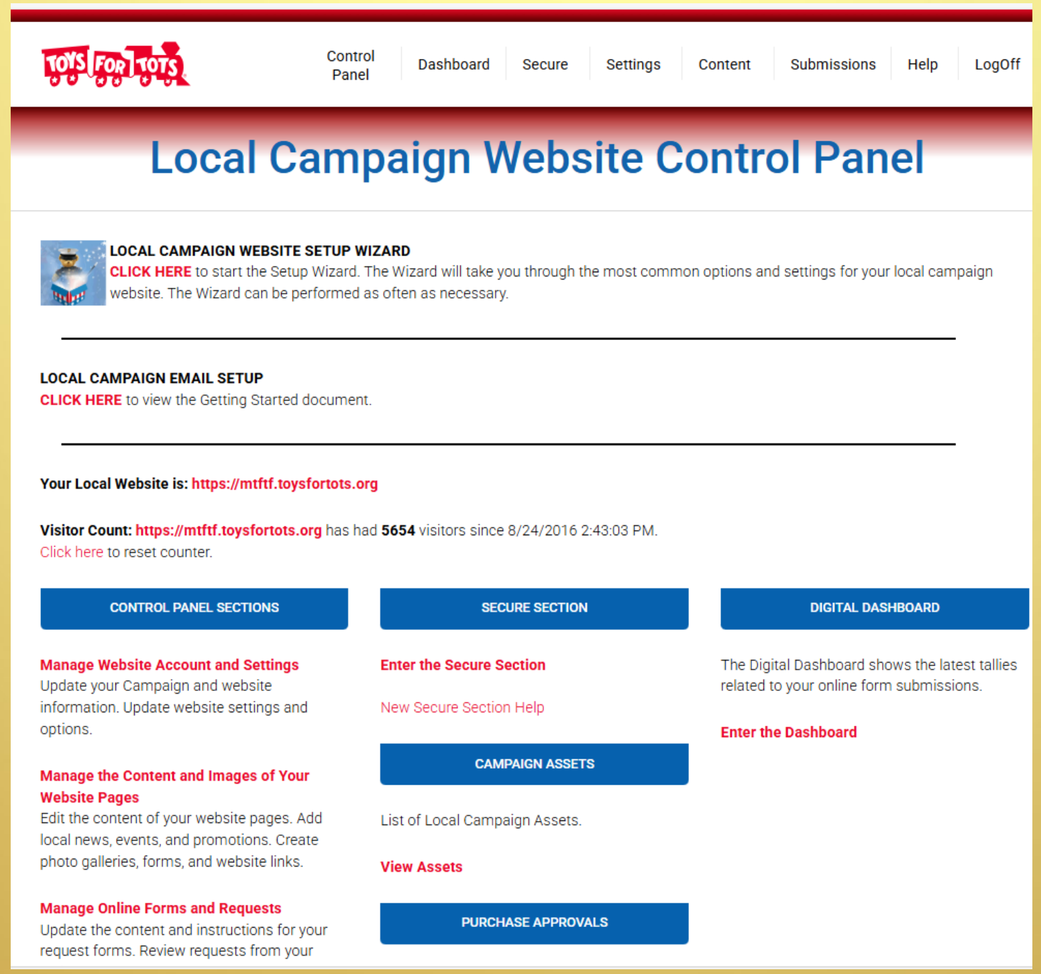


Today & Tomorrow



- Local Website Migration to WordPress Content Management System (CMS)
- Current System is 15 years old and becoming more expensive and difficult to maintain and support Foundation goals.
- Local Website design & appearance will not change.
- Reorganization/Re-Engineering of website platform.
- Control Panel and Secure Section interfaces impacted.

Today



Control Panel | Dashboard | Secure | Settings | Content | Submissions | Help | LogOff

Local Campaign Website Control Panel

LOCAL CAMPAIGN WEBSITE SETUP WIZARD
CLICK HERE to start the Setup Wizard. The Wizard will take you through the most common options and settings for your local campaign website. The Wizard can be performed as often as necessary.

LOCAL CAMPAIGN EMAIL SETUP
CLICK HERE to view the Getting Started document.

Your Local Website is: https://mtftf.toysfortots.org

Visitor Count: https://mtftf.toysfortots.org has had **5654** visitors since 8/24/2016 2:43:03 PM.
Click here to reset counter.

CONTROL PANEL SECTIONS

Manage Website Account and Settings
Update your Campaign and website information. Update website settings and options.

Manage the Content and Images of Your Website Pages
Edit the content of your website pages. Add local news, events, and promotions. Create photo galleries, forms, and website links.

Manage Online Forms and Requests
Update the content and instructions for your request forms. Review requests from your

SECURE SECTION

Enter the Secure Section

New Secure Section Help

CAMPAIGN ASSETS

List of Local Campaign Assets.

View Assets

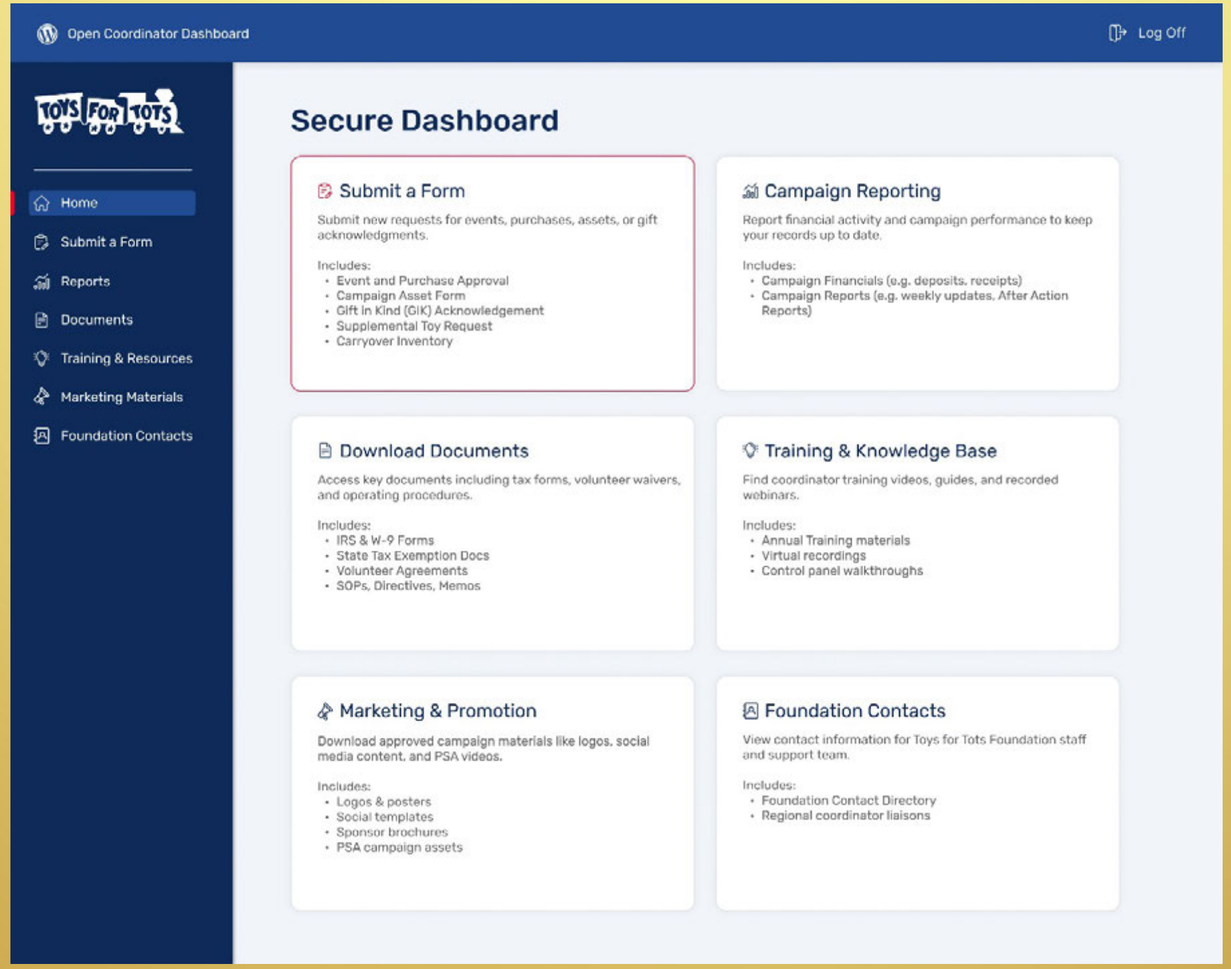
PURCHASE APPROVALS

DIGITAL DASHBOARD

The Digital Dashboard shows the latest tallies related to your online form submissions.

Enter the Dashboard

Tomorrow


Open Coordinator Dashboard
Log Off
Home
Submit a Form
Reports
Documents
Training & Resources
Marketing Materials
Foundation Contacts
Secure Dashboard
Submit a Form
Submit new requests for events, purchases, assets, or gift acknowledgments.
Includes:
• Event and Purchase Approval
• Campaign Asset Form
• Gift In Kind (GIK) Acknowledgement
• Supplemental Toy Request
• Carryover Inventory
Campaign Reporting
Report financial activity and campaign performance to keep your records up to date.
Includes:
• Campaign Financials (e.g. deposits, receipts)
• Campaign Reports (e.g. weekly updates, After Action Reports)
Download Documents
Access key documents including tax forms, volunteer waivers, and operating procedures.
Includes:
• IRS & W-9 Forms
• State Tax Exemption Docs
• Volunteer Agreements
• SOPs, Directives, Memos
Training & Knowledge Base
Find coordinator training videos, guides, and recorded webinars.
Includes:
• Annual Training materials
• Virtual recordings
• Control panel walkthroughs
Marketing & Promotion
Download approved campaign materials like logos, social media content, and PSA videos.
Includes:
• Logos & posters
• Social templates
• Sponsor brochures
• PSA campaign assets
Foundation Contacts
View contact information for Toys for Tots Foundation staff and support team.
Includes:
• Foundation Contact Directory
• Regional coordinator liaisons

TOYS FOR TOTS

Today

Control Panel | Secure Home | Log Book | Financial Report | Deposit | Reports | LogOff

SECURE SECTION

1. FOUNDATION CONTACT INFORMATION +

2. ANNUAL TRAINING +

3. CAMPAIGN FINANCIALS +

DEPOSITS

- Deposit Form / Checks / Money Orders

- Unit Log Book
- Online Financial Report
- Cash Receipt Template

4. CAMPAIGN REPORTS +

5. DOCUMENTS AND AGREEMENTS +

6. FORMS +

7. GIFT IN KIND (GIK) +

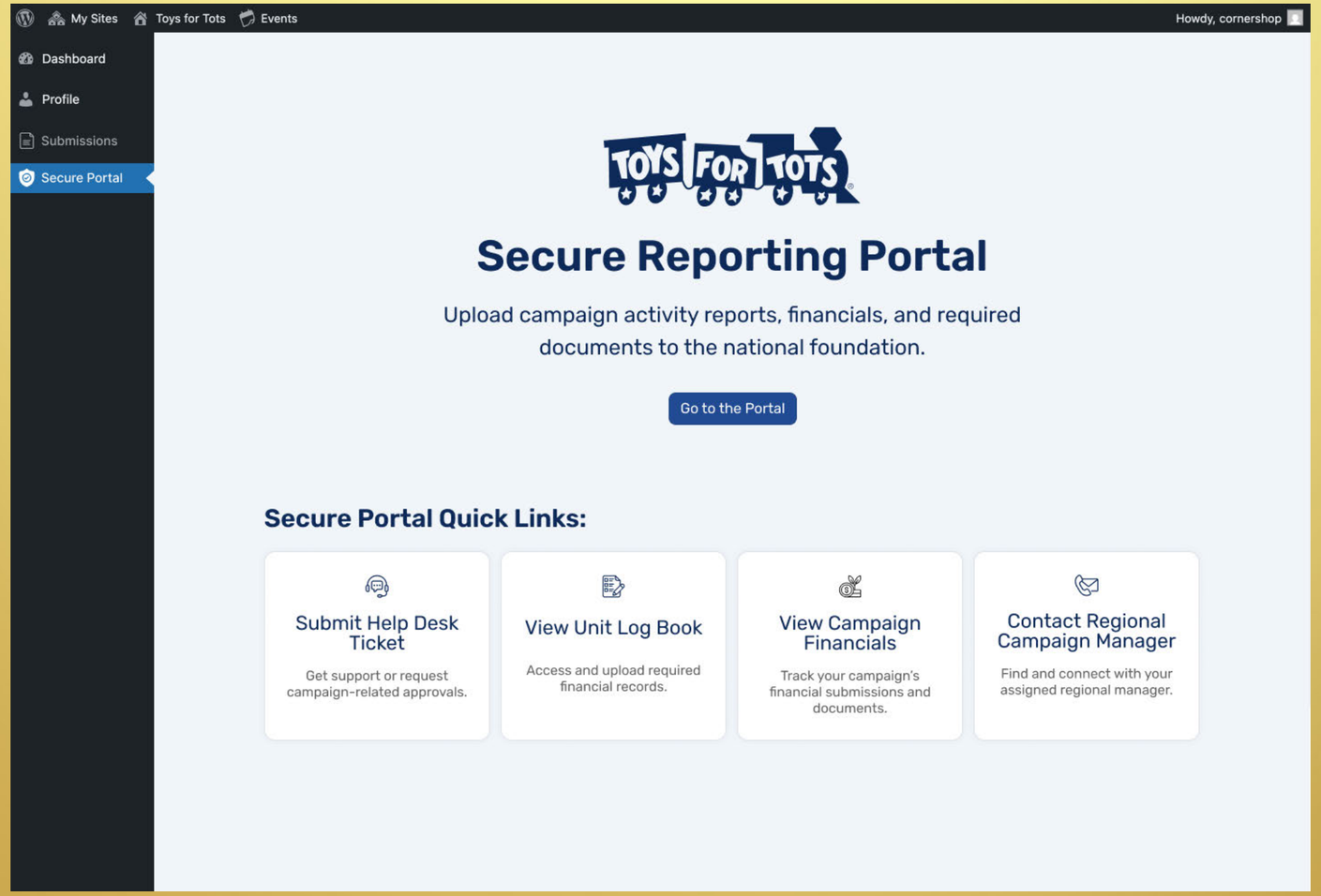
8. ORDERS, DIRECTIVES, MEMORANDUMS +

9. MARKETING AND PROMOTIONAL MATERIALS +

10. PROCEDURES AND GUIDELINES +

11. SUPPLEMENTAL TOYS +

Tomorrow


My Sites
Toys for Tots
Events
Howdy, cornershop
Dashboard
Profile
Submissions
Secure Portal
TOYS FOR TOTS
Secure Reporting Portal
Upload campaign activity reports, financials, and required documents to the national foundation.
Go to the Portal
Secure Portal Quick Links:
Submit Help Desk Ticket
Get support or request campaign-related approvals.
View Unit Log Book
Access and upload required financial records.
View Campaign Financials
Track your campaign's financial submissions and documents.
Contact Regional Campaign Manager
Find and connect with your assigned regional manager.

TOYS FOR TOTS

Today

Control Panel | Dashboard | Secure | Settings | Content | Submissions | Help | LogOff

Family Toy Request Form

Control Number: 2461763

Status: Approved

Date Complete: 04/04/2025

Internal ID: 1535007

Distribution Event: Greater Regional Distribution at Eastside High School: 12/11/2025-12:30:0 - 17:30:0

Contact Last Name: Brown

Contact First Name: Grace

Alternate Contact Last Name: Postman Last

Alternate Contact First Name: Postman First

Address: 7 Main St

City: Springfield

State: Virginia

Zip Code: 12345

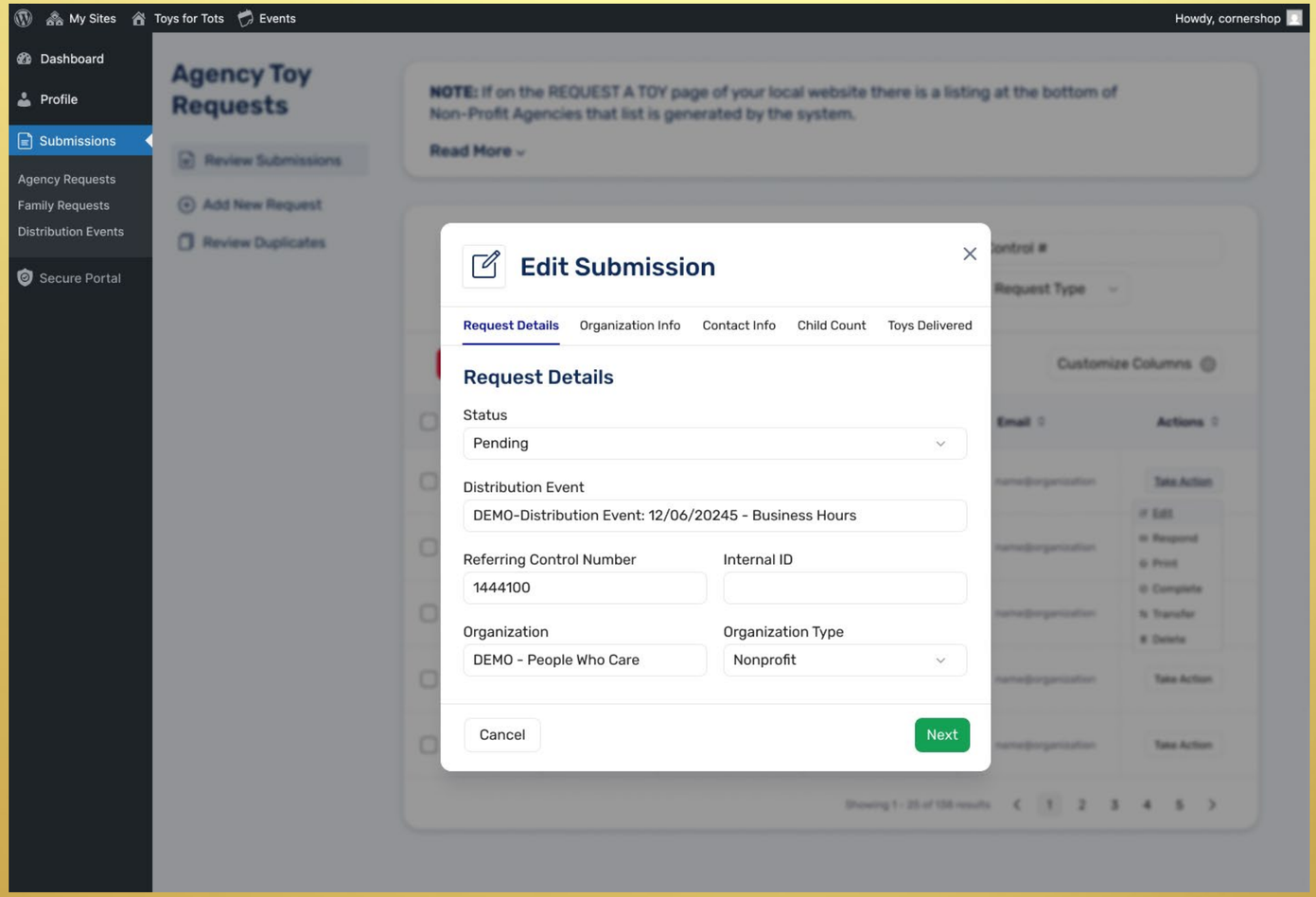
County - Municipality: Not Listed

Contact Phone ###-###-X###: 555-555-5555

Secondary Phone ###-###-X###:

Contact Email

Tomorrow


My Sites
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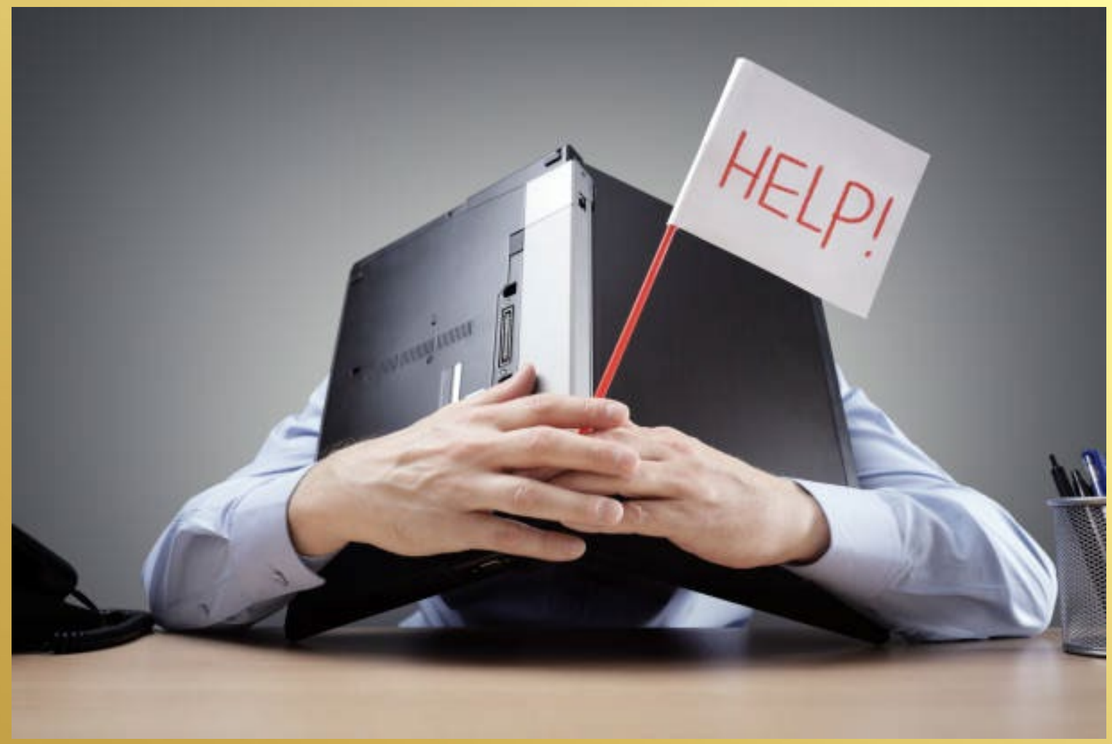
Dashboard
Profile
Submissions
Agency Requests
Family Requests
Distribution Events
Secure Portal
Agency Toy Requests
Review Submissions
Add New Request
Review Duplicates
NOTE: If on the REQUEST A TOY page of your local website there is a listing at the bottom of Non-Profit Agencies that list is generated by the system.
Read More
Edit Submission
Request Details
Organization Info
Contact Info
Child Count
Toys Delivered
Request Details
Status
Pending
Distribution Event
DEMO-Distribution Event: 12/06/20245 - Business Hours
Referring Control Number
1444100
Internal ID
Organization
DEMO - People Who Care
Organization Type
Nonprofit
Cancel
Next

WordPress Preparation

- ETA: Fall 2026 / Spring 2027
- Bear Necessities Knowledge Base
  - Updated Overviews and Videos
- MFA/2FA Authentication will be required
  - Use same process as Local Chapter Email.
- Online processes and procedures will remain very similar if not same to minimize training learning curve.

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
- Support System Tickets are given priority
- Foundation IT Support Email:
  - itsupport@toysfortots.org
- Bear Necessities Knowledge Base
  - https://www.toysfortots.org/bear-necessities

Technology Partners for Toys for Tots

Cornershop CREATIVE ESTD 2012

Bonterra™

RSM

DOGTOWN MEDIA
extraordinary mobile apps

IT3Tek
We make IT simple

Thank You