



Day One

Breakout Two

LCO's Only - Region 7





LCO's Only - Agenda

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



LCO Coordinator Requirements

- Coordinator requirements



- Application: required annually
- Background check: every 5 years
- Pathwright training: every 5 years
- RSVP for training after LOI is received:
 - every 5 years



LCO Coordinator Requirements

- Verifying carryover inventory and campaign assets
- Provide toy shipment warehouse address
- After-Action Report must be submitted by January 15





1st Supplemental Toy Shipment

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 - Focus is on children 0-3 and 9 & up
 - Determined by previous year's inventory/funds
 - Not receiving the 1st round
 - Do the below apply to you
 - 35% or more in inventory of what was distributed in 2024
 - 125% or more above the cost of the package price
 - 3 or more toys per child (GLK is not included in the ratio)





Campaign Package by Size

- Campaign size & estimated value of package
 - *Extra Small Campaigns - \$3,000*
 - (0-999) - children
 - *Small Campaigns - \$7,000*
 - (1000-2,499) - children
 - *Medium Campaigns - \$22,000*
 - (2,500-7,499) - children
 - *Large Campaigns - \$42,000*
 - (7,500-19,999) - Children
 - *Extra Large Campaigns - \$62,000*
 - (20,000-49,999) - Children
 - *Double Extra-Large Campaigns - \$80,000*
 - (50,000+) - Children



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 vs Individuals

- Agencies: streamlined, bulk distribution
 - Share why you work with agencies
- Individual Families: direct community impact
 - Share why you work with individuals



Partnerships

- **Community Action Program!**
 - Relationships make the campaign
 - Partner with local businesses, civic groups & media
 - Say *thank you* often
 - Build & strengthen community trust
 - How do you initiate contact?
 - Which is more effective:
 - Email
 - In person
 - Phone calls



Veteran Coordinator Advice



- Veteran to Newbie
 - Share encouraging words of wisdoms
 - Remember the mission
 - Ask for help
 - What do you wish you knew the 1st year?
 - Why do you keep coming back year after 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?



Recognition Dinner



- 7:00 pm
- 2nd Floor - Regency CD
- Show Support
- Let's Celebrate



Let's head over to The Arch for our group Photo!!!

