



Campaign By Size

Brianna, Tatiana, & Valerie

Day 2



Campaigns by Size

- Toys for Tots Concepts
- Volunteers
- Application/Registration
- Distribution
- Fundraising





Toys for Tots Concepts

- Community Focus: support children within area of coverage
- Foundation Support: all campaigns via funding, resources, & materials
- Promotional Materials:
 - A standard package provided annually
 - Memo issued: request form required
 - Special order requests may be submitted depending on availability
- Supplemental Toys:
 - First shipment: broad-based distribution
 - Second shipment: request-based, tailored to needs





Application Processes

- Accepting Applications: online, in-person, or through agencies
- Follow the SOP Chapter 6 for requirements
- Personal Identifiable Information (PII):
 - Do not request Social Security cards
 - Do not photocopy or retain sensitive PII
 - All application paperwork must be destroyed after the campaign
- Best Practice: Use the digital dashboard for secure management access to prior application history



Recipients



- Who do we help?
 - Families experiencing hardship
- Who can register for toys for their children?
 - Mother
 - Father
 - Legal guardian
 - Divorced/separated parents?
 - Grandparents/family members?



Distribution Model

- Social service agencies
- Warehouse approach
 - Bag & tag
- Toy store model
 - Parents shop
- Personal approach
 - Providing gift wrapping / stocking stuffer stations
- Cross check lists





Donations & Fundraising

- How to build support:
 - Partner with businesses & sponsors to increase visibility & donations
 - Use collection boxes in high-traffic areas & attend community events
 - Promote awareness of the Toys for Tots name and mission
- Best Practices:
 - Plan ahead with fundraising calendar
 - Manage time effectively between toy collection, events, and reporting
 - Advertise strategically using social media, flyers, and local media
 - Share successful events & best practices with other coordinators



The Future



- Recommendations moving forward
 - Take time to absorb training
 - Build & delegate responsibilities
 - Word of mouth
 - Business cards
 - Time management is key
 - Under promise, over perform
 - Attend training yearly for updates



Thank You

- Your roles makes a lasting impact
- Together we bring the joy of Christmas





Day Two Panel Discussion

