



Welcome Award Winning Region 5

WE ARE DA G.O.A.T!





Region 5 Breakout | All Campaigns | Agenda

- Meet your Regional Campaign Manager
 - Your support through the campaign
 - Point of contact for all questions
- Coordinator Requirements
- Role of the Toys for Tots Coordinator
- Areas of Responsibility
- Fund Handling
- Purchasing



Coordinator Requirements

- Addresses:
 - Provide a valid address
- Inventory & Assets:
 - Verify carryover inventory and all campaign assets annually
- Campaign Execution:
 - Ensure all campaign responsibilities are fulfilled &
 - admin requirements completed
- After Action Report (AAR):
 - Required
 - Due no later than 15 January





Areas of Responsibility

- Focus on manageable area of coverage
- Brand new Campaigns:
 - Start small, i.e. only what you can handle
- Raise community awareness and support
- Collaborate with agencies and civic groups





Coordinator 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





External Communication

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





Internal Communication

- You are responsible for informing your team:
 - Share schedule of events, timelines & deadlines, Foundation policies, share training with Assistant Coordinator 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





Community Engagement

- Engagement Strategies:
 - Encourage community action & involvement via local media outlets
 - Promote awareness with TFT promotional 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 / No Event Form when someone else holds events
 - Build long-term community support



Accountability & Compliance

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





Fund Handling

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



Fund Handling

- Avoid these common errors:
 - Missing items when sending to the caging company:
 - 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 overall
- Campaigns: 85% spent on toys / 15% on “other”
- Limit expenses on other
- 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





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:
 - Christmas is the main event
 - 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

- 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
 - Otherwise not permitted & not reimbursable
- Refer to the SOP's Reimbursement Policy
- Assets
- Food & drink
- Gas cards:
 - Must be specific fuel cards
 - Not Visa or Mastercard
- **Restricted** items: alcohol, tobacco products, lottery tickets, gift cards, clothes for distribution





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
- Logbook locks monthly on the 9th
- Lost receipt? Email RCM
- Failure to submit receipts on time may result in suspension of your purchase card and 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:
 FREE 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

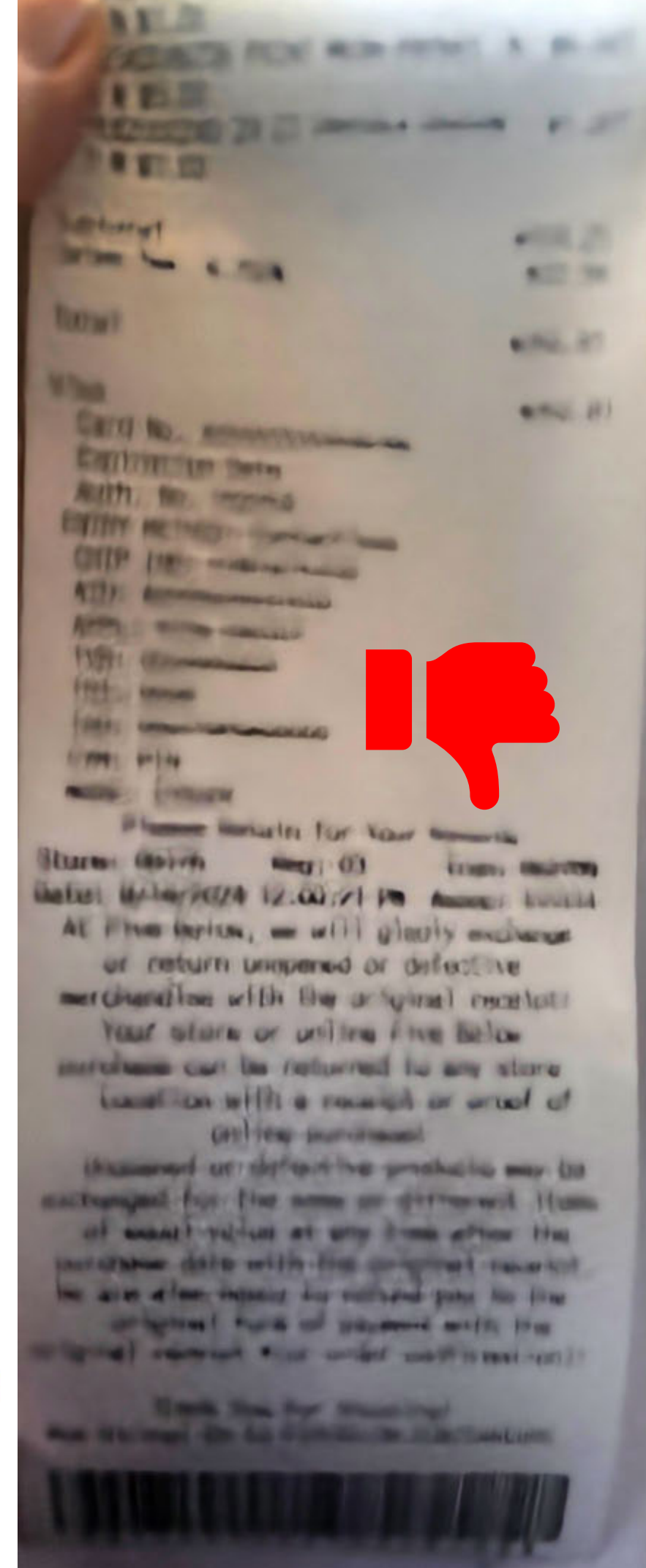
Item(s) Subtotal: \$29.94
 Shipping & Handling: \$0.00

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](#).



Giving a donor a tax deduction

- Letter from donor to include:
 - Name
 - Address
 - Contact information (phone and email)
 - What they are donating
 - Value of donation
 - Who the donated to
- Letter from Coordinator to include:
 - Name
 - Unit
 - Contact information (phone and email)
 - Donation you received
 - **NO VALUE ON YOUR LETTER**



Region 5 is Da G.O.A.T.





LCC Breakout

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
- 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

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



Head over to The Arch for the group Photo!

